

CHEMIST & DRUGGIST

The newsweekly for pharmacy

July 14, 1984

a Benn publication

Technicians' role and training in dispute

Society refers health food claims to CSM

Top DHSS man to head ABPI

Pharmacy to go 'public' over supply of oxygen



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Schwarzkopf

CHEMIST DRUGGIST

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Deputy Editor:	John Skelton BPharm, MPS
Beauty Editor:	Liz Platts BA
Technical Editor:	Patrick Grice BPharm, MPS
Contributing Editor:	Adrienne deMont BPharm, MPS
Editorial Assistants:	Paul Slade BA
	Steven Titmarsh BPharm, MPS
Art Editor:	John Clement
Price List Controller:	Colin Simpson
Director:	James Lear
Advertisement Manager:	Peter Nicholls JP
Assistant Advertisement Manager:	Doug Mytton
Production:	Shirley Wilson
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Solihull, W Midlands B90 3AE	
021-744 4427	
North East and North West	
491 Chester Road, Old Trafford	
Manchester M16 9HF 061 872515	
West Country & South Wales:	
10 Badminton Road, Downend, Bristol	
BS16 6BQ, 0272 564827	
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COMMENT

That the National Pharmaceutical Association has upset various bodies by announcing a new

correspondence course for dispensing technicians seems in little doubt (p52). But as the NPA says, it is not doing anything that it has not done for the past 15 years.

Educationalists (as opposed to trainers) fear for the viability of their courses. Some colleges are dependent on retail students to make up numbers. The TEC course favoured by the hospital service lasts for three years as opposed to the deceased City & Guild's two, spreading numbers even more. Some colleges cannot find the numbers to run the first-year TEC module, which covers much the same ground as the NPA course.

The hospital service is upset because the Whitley Council does not accept the Society of Apothecaries certificate, thus

removing a useful pool of potential recruits. Rumblings from the Society's working party on the role of technicians talk of lack of communication. The working party is probably also less than pleased that any recommendations it may make this year have been pre-empted.

The NPA course has the desirable advantage of giving a uniform standard to all technicians in community pharmacy who take it. It does not preclude employers from sending trainees on the TEC course should they wish, but many have to travel considerable distances to do so.

It is also argued that the TEC course is pitched at too high a level for the needs of community pharmacy. The Association of Pharmacy Technicians (a largely hospital-based group) naturally supports the TEC qualification. But to overtrain technicians leads to frustration, and it cannot be denied that community pharmacy lacks

the scope and the variety of the hospital service in the jobs it offers.

The pharmacist in the community must be the person who deals directly with patients, and any potential dilution of that role should be regarded as reducing his professional status. The view that more highly-qualified subordinates enhance status cannot hold if the subordinate is over-qualified. This should not be seen as trying to keep technicians in their "place," but a recognition by the pharmacist of his own professional role.

This fact is obviously recognised by the NPA, and in pitching its course at its present level the Association is seeking to satisfy the need for technician training and reality. But as a parting thought, how many community pharmacists have even made the effort to provide their dispensers with any formal training.

Technicians' role and training in dispute

The course for dispensing technicians recently announced by the National Pharmaceutical Association was attacked at a meeting on technician education held last week at the Pharmaceutical Society.

Speakers from the hospital service, the technical colleges and the Association of Pharmacy Technicians all urged the adoption of the TEC certificate as the universal qualification for technicians.

This view was backed by Mr D.W.M. Davidson, a member of the Society's working party on the role of technicians, who described the NPA move as "retrograde." The standard was too low and did not cater for future needs, he said.

There was a wide diversity of employment offered in the hospital service, and it was well defined and understood, he said. "I wish I could say the same for community pharmacy. There seems to be a great deal of doubt about the role of the technician." The formal ongoing training and the clear career structure seen in hospital was missing in retail, said Mr Davidson, "although I appreciate the NPA are making great strides to correct present inadequacies."

Mr Davidson contended a central registration body was essential if the responsibility of the technician was to be increased. He envisaged a central body co-ordinating training. All technicians would have to study a common basic course, and then diversify into hospital or

community pharmacy, thus allowing interchange.

The three-year TEC course has superseded the City & Guilds and Society of Apothecaries qualifications as the one approved by the hospital service. As a result the City & Guilds course has folded — the numbers of students from the retail sector alone made it no longer viable. However the Apothecaries examination has been continued and can be taken by students completing the NPA correspondence course provided they have the pre-requisite O-level or CSE passes. With the introduction of the TEC certificate the Apothecaries examination was amended to make it equivalent to Part 1 of the TEC course. But the qualification is not recognised by hospitals.

Dr T.D. Whittet, past Master of the Society of Apothecaries, said the TEC course was primarily an educational one. The Pharmaceutical Whitley Council had only recently imposed a requirement for practical experience under a pharmacist. He criticised the Whitley Council as short-sighted in refusing to recognise the Society of Apothecaries certificate, and said the Society was determined to continue the award (although it will not benefit financially).

While accepting that the full TEC certificate may be required for many posts in hospital pharmacy, he said it would be a retrograde step if the two branches should become isolated in respect of technicians.

Mr Jim Downing, NPA assistant secretary, said that the NPA had foreseen

problems with the advent of TEC. He agreed that community pharmacists needed supporting staff with the appropriate training and education.

"We have looked carefully at the role and job descriptions of such staff. They work at all times under close pharmaceutical supervision. In the main there will be only one dispensing assistant — in larger pharmacies there may be a second pharmacist supervising possibly two or three. There is no 'management role' or progression for dispensing assistants. The jobs are't there."

The traditional arts of the dispenser are rarely used, he said, but a general knowledge of drugs and their uses is more important than ever. The old City and Guilds qualification met the need very well, said Mr Downing, and the Society of Apothecaries had identified a number of units in the TEC course which were broadly equivalent.

"With the NPA adapting the Boots course, there is for the first time a simple unified course available for virtually the whole of the retail sector. PSNC has referred to the costs of training in the new contract proposals and hopes the Government will treat it in the same way as for pre-registration trainees."

Miss J. Padmore, president of the Association of Pharmacy Technicians, said that wherever a technician was employed, he or she should hold a recognised qualification and that should be the TEC certificate. "We see no need for different grades of support staff in different parts of pharmacy."

The Association saw no place for the new Apothecaries certificate in the NHS, and could not see why community pharmacists considered the TEC programme unsuitable. It also condemned the use of insufficiently trained staff in dispensing duties.

Speakers from colleges at Chester and Cambridge said they relied on students from retail to keep their courses viable in terms of numbers. A number of other colleges do not operate the first year of the TEC course as numbers are too few.

Miss J. Greenleaf, a district pharmaceutical officer, said: "We would have liked community pharmacy to accept with us that the TEC certificate is the most appropriate for pharmacy technicians in all branches of the service. Failing that we accept community pharmacy's view that it does not need the full TEC certificate but is willing to follow a common pathway part of the way. We view with some concern the news that Boots and the NPA are introducing a distance learning course which will lead to the Apothecaries Hall certificate, but not be a stage towards the full TEC certificate."



Pharmacy to go 'public' over oxygen supply

The Pharmaceutical Society and the Pharmaceutical Services Negotiating Committee are holding a joint Press conference next week to launch a campaign in support of pharmacists' oxygen supply role.

Society president Dr Hopkin Maddock and PSNC chairman Mr David Sharpe, will put the case for the continued involvement of pharmacists in the supply of oxygen, whether via cylinder or concentrator, at the PSGB's headquarters on Monday, July 16. The general manager of oxygen concentrator manufacturer De Vilbis, Mr G.D. Rose and two Council members are expected to be on the platform.

The briefing was proposed at the

Society's July Council meeting following a PSNC request and comes after the British Oxygen Company put a deal to the DHSS in April (*C&D*, April 7, p649) which could effectively cut pharmacists out of the supply of domiciliary oxygen. Health Minister Kenneth Clarke then told the Commons: "BOC has put to us a proposition to provide the Health Service with oxygen concentrators in a way that seems extremely attractive." He said the deal would cut out pharmacists and give BOC a monopoly on NHS oxygen supply with possible savings of £1 million a year.

At the conference of Local Pharmaceutical Committee representatives in June David Sharpe called on pharmacists to write to MPs about the dangers a monopoly on oxygen supply would bring to the patient. Facts given by contractors had shown Mr Sharpe that BOC could not be trusted to deliver oxygen to 4,000 contractors, let alone 30,000 patients he said.

On June 1, BOC reduced the price of F-size cylinders from £4.12 to £3.65.

Script adverse reports down

The number of adverse reports under the Scottish Drug Testing Scheme fell from 2.1 per cent in 1982-83 to 0.76 per cent in 1983-84.

The proportion of minor errors remained almost unchanged but eight samples still failed to bear the statutory warning "Keep out of the reach of children".

The Scottish Executive, while approving the Scheme's annual report at

OFT's pressure on professions

The Office of Fair Trading's efforts to persuade the professions to relax their unduly restrictive rules against advertising seem at last to be bearing fruit, writes the director general of fair trading in his annual report for 1983 (HMSO £6.95).

He recalls how his report on optician's early last year found that their selling monopoly and tight rules on advertising had resulted in less choice for the consumer; the report led the Government to bring greater competition into this sector.

its June meeting, agreed to ask the Society's inspectors to draw the attention of pharmacists to such omissions if they were noticed at the time of sampling.

Mr G.B. Kirkwood has accepted appointment to the Statutory Committee as the member resident in Scotland, in place of Mr C.G. Drummond, who retired in June after 25 years service.

Mr W.A. Jackson is to present the 1984 Macmorran Lecture on the topic of "Victorian Pharmacy" at 36 York Place on November 14.

The Scottish Department has submitted its views to the Nuffield Inquiry. The Secretary to the Inquiry made a short visit to York Place in May.

And the promise of a Bill to liberalise house conveyancing was "a further sign that the professions are not to be sheltered from competition policy, said the director general."

"Many of the restrictions on competition that prevail among the professions are said to be justified as necessary to protect the public," he continues.

"The question then is whether protection of the public or consumer protection goes too far because there is no doubt that sometimes protective measures, whether imposed by the State or by self-regulatory bodies, do restrict competition and innovation unduly and are maintained more for the benefit of existing traders and practitioners than for the general public."



Numark chemist Mr G. Tetley (centre) of Ilford, receives £100-worth of Marks & Spencer vouchers, which he won in a recent Numark/Kimberly-Clark draw, from Kimberly-Clark's Stan Newman. Numark wholesaler Macarthy's merchandising manager, Eddie Masters looks on

Choice PDT

Macarthy's are promoting a portable data terminal to their community pharmacist customers. The terminal allows computerised stock ordering using the Choice computer the company introduced last year.

Information may be input either digitally or using a light pen, and is configured to use PIP or bar codes. The memory is fully retentive and protected, and orders can be stored in "sections" — ethicals, OTC, galenicals — ready to be sent or amended.

Each PDT is supplied with an operating guide and a range of PIP coded reference material.

The unit has been under development for some time, and prototype versions have been shown at a number of recent trade fairs.

Now vets may advertise

The Royal College of Veterinary Surgeons and the British Veterinary Association have accepted "in principle" the Office of Fair Trading's ruling that vets should be allowed to advertise, subject to certain constraints, according to a report in last week's *Veterinary Record*.

But it seems that the profession itself is against advertising. A leader comment in the same publication, says "there will be unhappiness that the profession is being forced to accept a principle that is against the wishes of its members and, much more important, for which no public need has ever been shown to exist."



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Pharmacists wanted by VSO

Voluntary Services Overseas is urgently looking for qualified and experienced pharmacists to work in Tanzania and Thailand.

The Tanzanian Ministry of Health's immunization programme requires a regional operations officer who will be responsible for environmental health, cold chain technology and the training of field workers, managers, and technicians in the handling of vaccines and associated equipment. The job is part of the expanded programme which aims to make immunization freely available to every child in Tanzania by 1990.

Khon Kaen University in North East Thailand is seeking a pharmacist who will be involved in the development of the curriculum for pharmaceutical sciences at BSc level, as well as teaching pharmacy courses, promoting

community pharmacy in the region and generally helping to improve the hospital's services.

The rural population of the region are the poorest in Thailand, and it is towards this sector that the improvements in community pharmacy programmes are intended.

Both volunteers should be qualified pharmacists, preferably with some teaching experience and knowledge of community pharmacy. Candidates should be resourceful, with good communications skills. The Tanzanian post calls for someone keen to immerse themselves in the problems of rural development, travelling extensively in the region. To fit the bill at Khon Kaen University, tolerance will be required to cope with staff shortages and an unwieldy bureaucracy.

Volunteers should be aged between 23 and 65, have no dependents and hold a UK, EEC or Commonwealth passport. Accommodation and a small allowance are provided. Details from VSO, 9 Belgrave Square, London SW1X 8PW.

Manchester rota cut back

The late night duty rota for chemists in Manchester is being sharply curtailed because of lack of demand. The rota arrangements will continue on Wednesday, half-day closing, Sundays and Bank Holidays but not on other nights.

Doctors have approved the new

system which will operate for a trial period of a year. The 24-hour emergency service provided through the police also continues.

Mr Marshall Gellman, chairman of the Manchester Local Pharmaceutical Committee, said: "There are now pharmacies which specialise in keeping open late and one in the centre of the city stays open until midnight. We therefore find that chemists are opening on rota between 6pm and 7pm and doing little or nothing."

productivity in both hospitals and family doctor services.

The statement questions the effect privatisation of support services could have on the standards of patient care.

Derek Fatchett, MP for Leeds Central, last week criticised Tory MP's links with private contractors working for the NHS.

"The pressure for privatising certain ancillary services in the NHS comes from these private companies who see a profitable market," he said.

The most interesting aspect of the companies' approach to this new market can be found in the links between Tory MPs and the companies, said Mr Fawcett. "It would appear that, at no higher a level, Tory MPs provide a useful means of opening the door. At a more realistic level, these MPs can, by their questions and pressure, constantly remind ministers of the government's commitment to privatisation."

Four conspire to defraud Ulay

Four men stood to make £1 million from a copy-cat face lotion fraud, a court heard this week.

They tried to flood the market with a cheaper cream bottled and labelled as Oil of Ulay, Mr Nigel Ficker, prosecuting, told Leeds Crown court. But a dealer spotted a tiny flaw in the packaging and police found 4,000 of the copy bottles at their factory, an old mill in Huddersfield, Yorkshire.

Hugh Hutton, Peter Goodsell of Bayswater, West London, Anthony Thomas of Grimsby and William Morgan of Leeds, denied but were convicted of conspiracy to defraud.

Mr Hutton, an admiral's son, was sentenced to 18 months imprisonment, Mr Goodsell to a year, and Mr Morgan to nine months. Mr Thomas was given a four month suspended sentence.

NHS appoints first manager

The National Health Service has appointed its first general manager.

Mr David Kenny, currently NW Thames Regional Health Authority's administrator, becomes the authority's regional general manager on August 1.

The decision to appoint general managers at three management levels in the NHS — region, district and unit — follows recommendations in the Griffiths Report. Health authorities have been told that all appointments should be made by the end of next year.

June pharmacy numbers rise

The number of pharmacies increased by four in June to 10,959. That is only a quarter of the increase seen the same time last year.

In England (excluding London) there was an increase of four with 16 additions and 12 deletions. London saw a net increase of one with five additions and four deletions.

In Scotland there was a decrease of one with one addition and two deletions. In Wales there was no change; one addition and one deletion.

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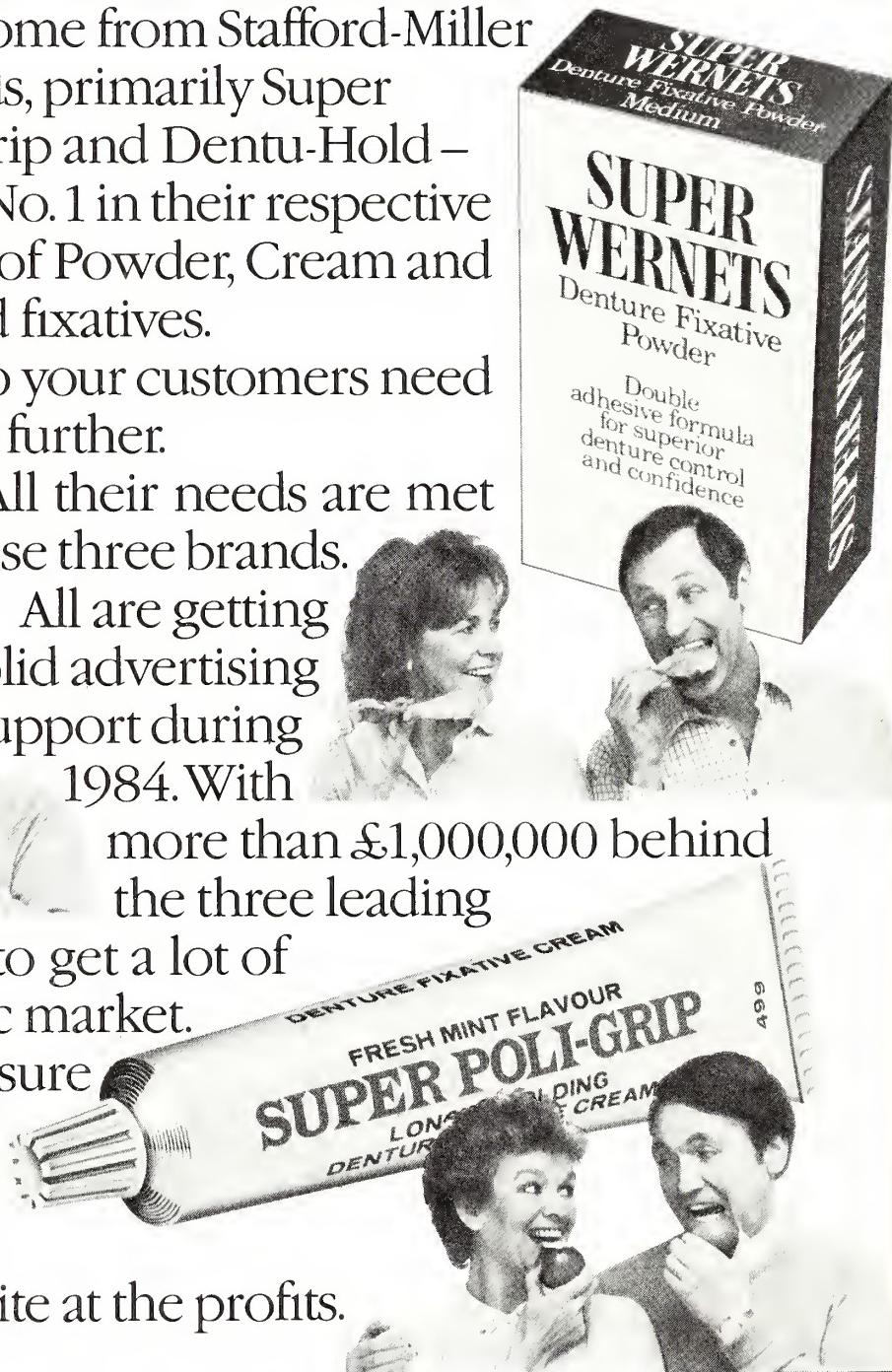
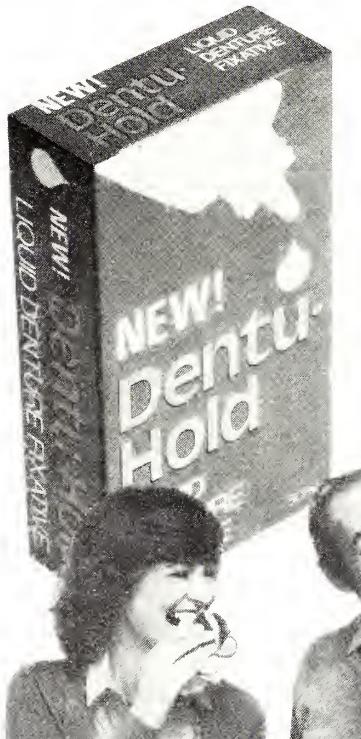
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By Xrayser

Fire at Belfast Royal Victoria

About 90 patients had to be evacuated from Belfast's Royal Victoria Hospital last Thursday after a fire broke out in the hospital's pharmacy unit.

The fire started around 10am and is believed to have been caused by the accidental spillage of inflammable liquid on an electric motor. Although firemen were on the scene in minutes the fire produced extensive smoke and fumes, leading to the evacuation of patients in wards above the pharmacy, which is situated in the basement.

Firemen brought the blaze under control before it could spread to large quantities of alcohol and ether stored nearby. Damage was local and mainly caused by water and smoke.

The patients later returned to the wards and none of them suffered injury. The pharmacy was back in operation the next day.

Salty problem

Finders Dead Sea Health Co are to amend their advertising after complaints to the Advertising Standards Authority were upheld recently.

Three members of the public challenged a claim in a specialist Press advertisement which stated: "Rheumatism, arthritic pains, serious skin disorders can be relieved by bathing in a solution of 100 per cent pure mineral salts."

One complainant also objected to promotional literature which claimed: "Mineral rich body care lotion...excellent as a corrective treatment for skin ailments that cause sensitivity...mineral rich treatment shampoo...excellent in conjunction with Dead Sea mud treatment for skin disorders of the scalp."

Finders Dead Sea Health Co had previously been advised by Code of Advertising Practice Committee that the claims were unsupported and unacceptable under the terms of the Code.

The company said it was considering applying for a full product licence, but meanwhile would stop referring to medical terms in its advertisements.

■ The Misuse of Drugs Act 1971 (Modification) Order 1984 (SI 1984 No 859, HMSO £0.35) (C&D July 7, p7) has now been published.

Caged lions

Or caged lions if the frustration factor is judged aright? Nice article last week by the Southern Counties pharmacist whose radio listening is identical to mine, since I also use the Stock Market news (Rodney Smith) and the Parliamentary reports as the evening soporific. I rely on my own time clock for waking about 7.30, unless Fifi the cat decides to improve the furniture with a salute-to-the-sun, claw-sharpening yoga at dawn, which never fails to produce an instant full shrieking, shoe-throwing alert.

But also, like this pharmacist, I wonder why there can be no on-line conversation with any of the present wholesaler computers. With the loss of those widely experienced wholesaler old hands, it is a pain having to phone and be answered by some chit of a girl whose knowledge is limited to what the VDU comes up with, and for whom "If it ain't on screen it don't exist," as one of them told me.

Being a bit thick myself it never occurred to me to get a computer and join Prestel, while the fascinating financial manipulation by the Nottingham Building Society sounds just what I have been looking for. My bank which shall be nameless (And for all the good it's last reorganisation did it damn well ought to be) has proved a dead loss when I try to discuss the sort of enlightened money moves so nicely worked by the Bank of Scotland with our Open Shop writer.

Prism

I've been looking at computers. Quite hard. And came to the conclusion that given the choice I would buy either a Digital or an IBM — if I had the money. At £3,000 the IBM is about twice what it is worth when compared with look-alikes and things like the two fruits. But now Unichem are putting it out at £2,000 it begins to look possible.

If I remember correctly this machine has about 100K available working memory and one floppy disc as standard? For any application that I would want, two discs are essential with a minimum of 400K each, which is why the standard Apple doesn't interest me. Neither does its keyboard.

But £400 per year service charge! I have been advised there are a growing number of specialist firms who concentrate on computer servicing at prices based on time and materials, not on unreasonable percentages of new cost

which, given the price of components, has little to do with actual chip cost or labour charges. But I have to concede Unichem have made a wise choice in going for the top name brand which will ensure long term compatibility with the standard business mainframes, and will allow for growth and development over the years.

Or better still?

Last week I was scathing about the methods being proposed for coping with a drug abuse problem which I believe is greatly underestimated. I didn't think much of what was suggested since it seemed to concentrate on dealing with people — after they had become hooked. There is no doubt about the problem, but because it is due to imports of drugs the most important thing would appear to be to prevent their arrival here. The problem is not ours alone, but common and growing in most of Europe, North America, and — if the two callow Russian boy soldiers who defected from the Afghanistan occupation army are to be believed — in Russia as well. Yet all are wealthy countries with vast fortunes being spent on defence against what? Not, apparently, against the degradation of our young.

Thus I find the methods of dealing with drug abuse strangely irrelevant. Everyone knows supplies come mainly from the hill farmers of Pakistan, who farm the poppies for sale to the entrepreneurs of the underworld at prices which give them a living only. With all the resources which the combined West and Eastern block can command, we could buy out, or provide generous payments to the people of those poverty stricken lands. Generous aid properly directed could dry up at source the causes of misery, at a quarter of the current cost of treating the effects of addiction. It would be the bargain of all time and could be truly justified as defence expenditure. Leon Brittan has just announced (last week, p5) that an interdepartmental group has been set up to develop the Government's overall strategy to combat drug abuse, but is still going on about purely medical groups. Why doesn't he lift his head and take a look at the realities behind the marketing of illicit drugs?

The departments he should be talking to are those of trade and industry and agriculture. The nations of the World together have the means and the money to lick the problem in a matter of months were it felt important. What's wrong with them?

Keeping it in the family

Companies established in the British antiperspirant and deodorant market could soon be ruining the day the Americans entered the Second World War. Equipped with Mennen Speedstick American soldiers came to Europe and left their mark — thanks to an uncle in the Mennen family who, fortuitously for the company, was chief purchasing officer in the US army at the time. Now some thirty years later Mennen are set to make a comeback. And their launch of Speedstick into the UK (C&D March 10, p445) has come at a time when activity in the solids sector has been booming.

An earlier attempt in the 1960s to establish the Mennen Co failed, as Jeff Mennen, vice-chairman and fourth generation, is the first to admit. "We had

at that time launched a line of products and attempted to support them all instead of concentrating on one." Later attempts to launch Protein 21 shampoo through L'Oréal failed and the joint venture wound up because of the clash of interests. "This time we are going with Speedstick. We have competed with the big boys around the world and beaten them; we can do the same here."

Looking on as an outsider Jeff Mennen discounts the arguments that what is American will not necessarily suit the British market. "Every market believes it is an entity unto itself. In reality there are even more similarities than differences, compared to say ten years ago." And he is optimistic about the way community pharmacy will go. "The chemist business is much more aggressive and sophisticated.

"Fifteen years ago the chemist was a small operation — what we would call a 'mom and pop' operation — very defensive and not thinking about how to

go out and get business. Today, the UK pharmacy is finding ways to compete in the same way as the US pharmacy and drugstore did five years ago."

The Mennen Co was established 106 years ago when Gerhard Mennen opened his first pharmacy in the States and started manufacturing corn plasters. Nowadays the company, employing 1,000 employees (2,500 worldwide within the seven subsidiaries), operates from a 600,000 sq factory in Morristown, New Jersey.

Mennen launched Speedstick in May backed by £2.5 million promotional support, the bulk of which is being spent on a national television advertising campaign running through to September. The company are aiming for a 5 per cent brand share of the deodorant market by the end of the first year. The 75g twist-up Speedstick (£0.99) has a wide elliptical shape and comes in three fragrances — for the launch of a 25g trial size was available.

The latest assault on the British market is not without its difficulties however. "We have a problem with the name Mennen," says Jeff-of-the-same-name, "because of its masculine connotations.

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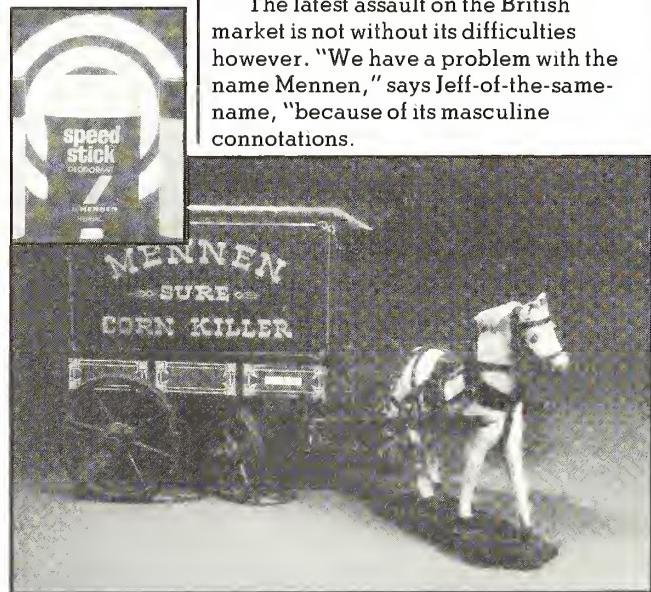
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**High Light
Cap**



Sure corn killer — Mennen's first product and inset, Speedstick, their latest

"We would like to be known as more than a men's company. As we move on we will attempt to bring in some of our female products which include deodorant and body lotion. We have the ability to establish a balanced portfolio."

In Latin America for instance, the company is known for its range of baby products — a range not introduced into the UK because of the "strong local companies."

Speedstick is only the start of our re-entry into the UK market, says Jeff Mennen. "We are already working with our British distributors to bring products for over the next two generations."

Distributed by *Chemist Brokers*, division of *Food Brokers Ltd*, Milburn, Copse Lane, Esher, Surrey KT10 9EP.



Which product is causing a revolution in home perming ?



Poly Foam Perm

Two years after launch, the market is 40% larger and Poly Foam has 20% of it. At Warner Lambert Health Care we have many other successes for you. The Poly range as a whole is now your fastest growing hair care range. Like Smutab, a successful new product that has substantially expanded its market in the pharmacy. Or Benylin, Veganin and Anusol, typical of our range of established and effective treatments. Or Listerine, Listermint and Oralidine, the Big Three mouth-washes. And now Lifestyles has arrived to update the image of the sheath.

Our expanded Sales Force is always ready to help and advise you on our products. Or, if you wish, contact our Sales Services Department at any time on Eastleigh (0703) 619791. We'll be pleased to hear from you.

R84025

**WARNER
LAMBERT**
HEALTH CARE

the name people feel better with

Mitchell House, Southampton Road, Eastleigh, Hants SO5 5RY

All brand names are trade marks



New Durex packs feature a tapestry design from the Royal School of Needlework

Durex in stitches

LRC Products and the Royal School of Needlework are a strange combination, but the results of their get-together are these redesigned packs for Durex diaphragm and spermicide products. The cap, now cream in colour, comes in a bright red box while the outer cartons of both diaphragm and the spermicides carries this eye-catching tapestry design. Available in nine sizes (55mm-95mm, £6.47 rsp), both the diaphragm and the spermicides Duragel and Duracreme (100g tubes, £2.33), will be available on NHS prescription. *LRC Products Ltd, North Circular Road, Chingford, London E4 8QA.*

Larissa serve up mousse

Larissa have launched a 75ml hair styling mousse with added conditioners (£0.65).

This styling mousse is suitable for all types of hair, the company says, and is available in packs of 12 or 4 x 12 shrink wraps through all major chemist wholesalers or from *Larissa Ann Cosmetics Ltd, 1 Willis Way, Poole, Dorset.*

ICML offers for August

Independent Chemists Marketing are offering consumers a Nusoft cot sheet, value £1.10, free with packs of half dozen Nusoft Terry nappies during August.

Another consumer offer gives three extra liners free in each consumer pack of panty liners 30s, plus 20p per case bonus.

Consumer savings are available on Nusoft one-way nappy liners, triple sponges, marble sponges, press-on 20s and 10s pull-on pants, toilet and bath sponges, baby sponges, mini-pads, Nuhome kitchen towels, antiseptic, family

tissues 75s, washing up liquid, floor and wall cleaner, aluminium foil, Lotus cold cream, cream cleanser, fabric softer, mansize tissues 75s, toilet rolls, pine disinfectant, all-purpose cloths, rose hip syrup, orange juice, Lotus bubble bath, bleach, Nucross glucose and Sunpure honey, full fruit drink orange/lemon.

Bonuses are also offered on Nucross zinc and castor oil cream, and petroleum jelly. Stack cards and shelf talkers are included in the Numark kits for the Nusoft press-on 10s.

ICML have reduced the price of all their Christmas wraps. Although cello wrap cards now cost £11.60 the pack now contains 12 instead of 10 cards, which makes the unit price per card cheaper.

Numark members and independent retailers are advised to place their orders by August 31. *Independent Chemists Marketing Ltd, Warminster, Wiltshire.*

Brut name on men's electricals

Hairflyre have launched their first two personal care products for men using the Brut brand name.

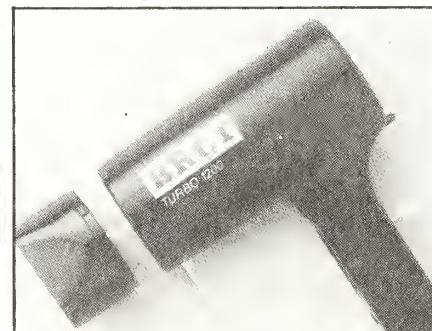
There is the SP turbo 1200 dryer (£8.95) a small dual voltage, two speed travel dryer with a fixed handle — and the turbo 1200 travel dryer (£9.95) with collapsible handle, dual voltage, and two speed and heat settings. They are aimed at the young travelling executive, say Hairflyre.

Both items are packaged in a box with white background featuring the product in green on silver tiles with the Brut logo in silver and a silver lead. For the launch Brut aftershave will be available.

Following the launch of ten Faberge branded personal care appliances at HAI in March, a further three items are being introduced for Christmas 1984.

With the trend for shorter hairstyles two new mini curling tongs are added to the range. The slender barrel tongs are finished in beige with red Faberge lettering, one with a ½in chrome barrel (£4.95) and the other with a soft velvet

One of Hairflyre's personal care products for men using the Brut name



coated barrel (£7.50). Packaging is similar to the original range.

The third item is a nail centre consisting of five attachments packaged in a plastic container with a beige base and smokey pink top. With the launch of these items a Faberge perfume will be available. *Hairflyre Ltd, 6 Midland Street, Ardwick, Manchester M12 6LB.*

'Biggest ever' for Marigold

The "biggest ever" advertising campaign for Marigold gloves has been launched by LRC Products who are giving £1.3 million television support.

A 40-second commercial has been produced which, with its copyline "Marigold hands are young-looking hands", will be screened in most television areas between July and January next year. It is expected to reach 90 per cent of housewives an average of ten times.

"Marigold sales respond well to television advertising and I am confident this heavyweight campaign will heighten consumer awareness and bring about a significant increase in sales," says Marigold general marketing manager, Philip Hatcher.

The campaign will be complemented by promotional activity throughout the year. *LRC Products Ltd, North Circular Road, Chingford, London E4 8QA.*

'Space age' push from Farley

Two trips to the space age Disney centre in Florida and Cape Kennedy can be won in Farley Health's winter OTC trade promotion, to be launched this month.

There are also seven European resort holidays and more than 40 Spring weekend breaks to be won by pharmacists who correctly rank in order of merit elements of a successful promotion of winter products.

Featured in the promotion will be bonus terms and a range of POS material for Haliborange, Minadex, Adexolin, Vitaplus, Dequadin and an as yet unannounced new Pharmacy only product, say Farley Health.

There will be Sharp home computers for winners of a display photo competition to run through the Winter, say Farley Health Products Ltd, Torr Lane, Plymouth PL3 5UA.



anusol

Recommend an ideal range for your customers

- * Cream with a vanishing base, rapidly absorbed
- * Ointment for dry irritated conditions
- * Suppositories for a measured dose of internal medication

Piles and associated anal irritation are very common ailments, as every retail pharmacist knows. With Anusol, you can recommend the most suitable presentation from a medically-prescribed range of treatments – all of them soothing and effective, and a thoroughly professional recommendation.

To help your shyer customers, there's a compact display unit for Anusol – please let us know if you would like one.

**WARNER
LAMBERT**

RENT-A-CASE

the name people feel better with

Mitchell House, Southampton Road, Eastleigh, Hants SO5 5RY

"Yes £500,000! That's how much Numark are spending on national advertising this year and I'm making sure that it works for me.

"£500,000 worth of advertising is working for me."

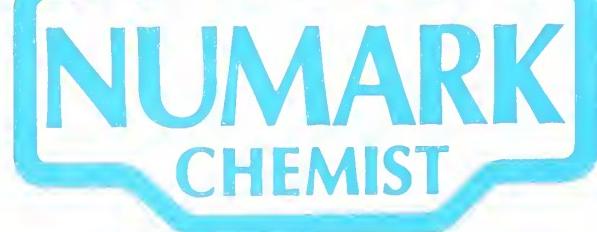


David Forbes, M.P.S., Banchory, Kincardineshire.

Numark national advertising is regularly seen by 11,000,000 housewives, amongst them many potential new customers as well as my regulars. My Numark shop identification material links me with this national advertising so customers know that they can always buy top brands at highly competitive prices.

No other Chemist group provides this kind of advertising support and ten years of regular advertising has certainly helped my business."

For further information, contact your local Numark Wholesaler or Numark Central Office, 51 Boreham Road, Warminster, Wilts BA12 9JU. Tel: 0985 215555.



**Ten years of
independent success**

Anchor launch fruit syrups

"Out of the diary and into the orchard" is how Anchor Foods describe their latest new product. And they will be looking to pharmacists to help sell it.

The traditionally dairy-based food manufacturer has launched a range of fruit syrups in six flavours: lemon, orange, blackcurrant, grenadine, apple and green mint.

The syrups are suitable for adults and children and all, except green mint which contains two colouring agents, have no added flavouring, colouring or preservative, say Anchor. They contain about 60-65 per cent sugar.

Supplied in display outers of six cans the syrups are expected to retail for about £1.20 for 500ml except blackcurrant which Anchor estimate will cost 15p more.

The range is to be supported by television and in-store demonstrations although final details have not been

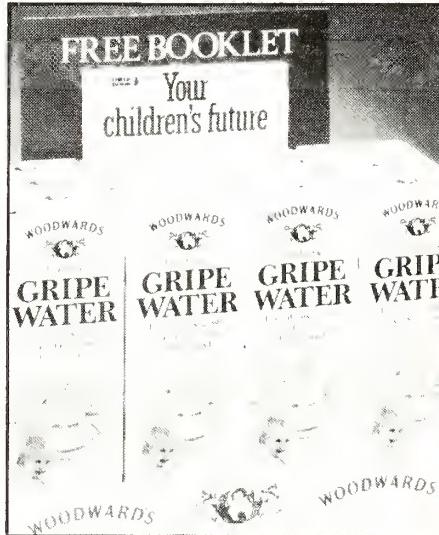


Anchor's fruit syrup range

confirmed. There will also be introductory bonuses for the trade, say Anchor.

The syrups are presented in 500ml cans with a screw cap with a shelf life of two years. Each can makes four litres of fruit drink. They can be diluted with water, used in Soda Streams, mixed with milk for shakes and ice cream sodas or used in cocktails along with a number of other uses. Consumers are invited to write off for a recipe booklet on the back of each can.

Syrups have been around in the UK for five or 10 years, but with no real brand identity, say Anchor, who hope to take a significant slice of the £2,246m soft drink market with their new product. Initially the syrups will be imported from France, but Anchor hope to produce them in the UK eventually. Distribution will be through cash & carry, wholesalers and through Anchor Foods Ltd, Frankland Road, Blagrove, Swindon, Wilts.



Chemist windfall

A chemist-only promotion on Woodward's grieve water is offered this month by LRC Products. An information booklet entitled "Your Children's Future", is free to purchasers.

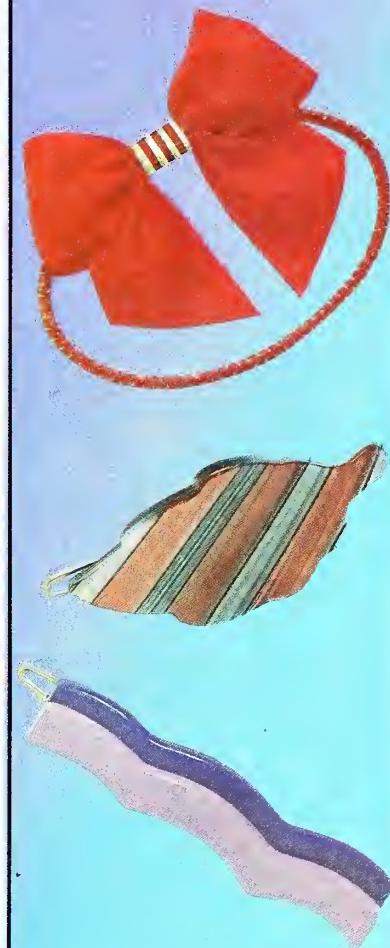
The booklet includes insurance and investment details. Free copies will be displayed in special units which hold 12 bottles of Woodward's. The promotion is supported by a video campaign to be shown in antenatal clinics and maternity departments nationwide. The company estimates that the 30-second commercial will be seen by some 40,000 mothers in the next year. *LRC Products Ltd, North Circular Road, London E4.*

ON TV NEXT WEEK

Ln London	WW Wales & West	We Westward
M Midlands	So South	B Border
Lc Lancs	NE North-east	G Grampain
Y Yorkshire	A Anglia	E Eireann
Sc Scotland	U Ulster	Cl Channel Is
Bt Breakfast Television	C4 Channel 4	
Arrid Extra Dry:		
Bisodol indigestion remedy:		
Cidal soap:		
Colgate pump dispenser:		
Cream Silk:		
Cussons Pearl:		
Elastoplast:		
Harmony:		
Hedex:		
Immac hair remover:		
Jaap's health salts:		
Kleenex Velvet		
Limara:		
Linco Beer shampoo:		
Mycil athlete's foot preparations:		
Optrex:		
Paddi Cosifits:		
Pond's creams:		
Pond's cocoa butter:		
Sensodyne toothpaste:		
Simple soap & skincare		
TCP cream & liquid:		
Temana Colourfresh:		

Looking Great.

Britain's No. 1 Lady in Haircare . . . Lady Jayne. New colourful high impact packaging. Unique fashion accessories. Ponytailers, hairslides, bobbles, regularly introduced to the range. Keep ahead of fashion trends. Stock the brand leader Lady Jayne.



The Lady Jayne range of Hair Fashion Accessories includes the very latest decorations, styles and colours, and some new and exciting developments too!

Lady Jayne

Laughton and Sons Limited, Warstock Road, Birmingham 021-474 5201

Toiletries for a Hustler

"Every man's a Hustler" is the thinking behind the latest range of mens' toiletries. Launched by Hustler International the range comprises aftershave (100ml, £9.95), talc (100ml, £3.95), and Hustler kit (£15.95) containing aftershave, talc and soap. It is targeted at snooker and pool addicts.

Further additions planned for later in the year include a 100ml eau de toilette spray (£12.95) and an anti-perspirant bodyspray (150ml, £3.95).

The toiletries have what the company describes as an "intriguing masculine fragrance — a citrus top note strengthened with spicey and woody notes". Hustler is aimed at all ages.

The range is to be supported by television, radio and magazine promotions — plans have not yet been finalised but the Hustler name will be used to build up a corporate image which will include the promotion of sportswear, lager and beer. *Hustler International Ltd, 205 Station Lane, Hornchurch, Essex RM12 6LL.*

Henna gel duo

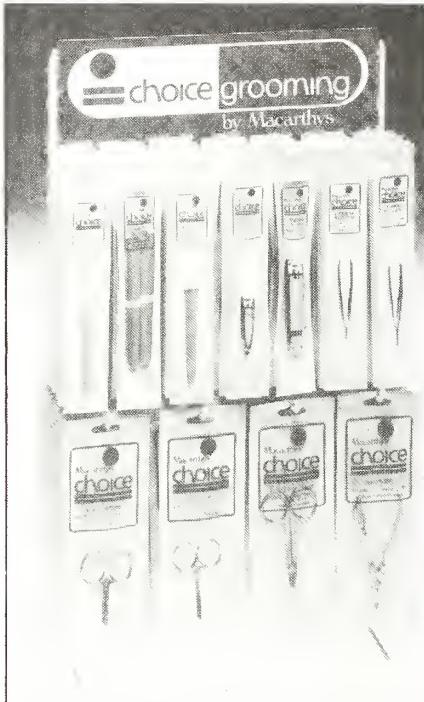
Burgundy and black cherry are the latest colours to be added to the Henna highlighting colour setting gel range (60g tube, £1.25). *Henna Hair Health Ltd, Classic House, 174 Old Street, London EC1.*

Tippee balls

Cotton wool balls (100, £0.79) have been added to the Tommee Tippee range of babycare products. A launch offer of 12 as 11 is available until August 10. Packs for the cotton wool buds have also been updated from tubs to a flat blister format. Prices are unchanged at £0.49 and a 12 as 11 bonus offer also applies to the buds. Distributors are *Jackel International, Kitty Brewster Estate, Blyth, Northumberland*

Cossack extra contents

Cossack is currently running with 20 per cent extra contents across all three variants. The extra contents flash is in the same colour as that denoting the variant. *Reckitt & Colman Products, Danson Lane, Hull.*



Macarthy's Choice grooming set comprises various sizes of scissors, nail clippers, files, emery boards and tweezers available on a counter stand for easy customer access. Trade prices for the accessories are from £2.46 for a dozen 2 x 4½in emery boards to £11.52 a dozen for 3½in straight nail scissors. The stand is available free from branches and Macarthy's Surgical Ltd, Selinas Lane, Dagenham, Essex RM8 1QD.

PR spray update

Indications for PR spray have been extended and now include muscular pain, lumbago, sciatica, fibrositis, sprains and bruises.

The product is currently being advertised in a £100,000 national daily Press campaign which runs through to September.

Following a national Press campaign last year the product increased its brand share from 7 per cent to 15 per cent (volume) in the topical analgesics market worth around £6.5 million at rsp. *Crookes Products Ltd, PO Box 94, 1 Thane Road West, Nottingham NG2 3AA.*

Pharmagen who last year relaunched Valda pastilles when they took over distribution, have now changed the packaging from the carton to a tin pack in line with European designs. Prices have increased slightly to £0.85 but Pharmagen hope that the new packaging will enable the product to continue its success. *Pharmagen Ltd, West Lane, Runcorn, Cheshire.*



Giving nails a holiday treat

Sally Hansen are introducing special offers on a wide selection of their products from now through to September. Sally Hansen's basic nail product — Hard as Nails — is available as a duo pack containing clear and natural, for £1.65 — a saving of £0.65. There is also a special "20p off" promotion on the regular and herbal nail colour removers and, on the treatment side, Sally Hansen are giving away a free sapphire nail file, worth £1.29, with every purchase of cuticle remover, nail mender kit, Long 'n Strong or nail treatment cream. Distributors are *H. Bronnley & Co Ltd, 10 Conduit Street, London W1R 0BR.*

Puritab pocket packs

Out for impulse purchases in the pre-holiday season, Kirby-Warrick have launched Pocket Puritabs (50 tablets, £0.79). All three sizes of Puritabs are currently on special offer while Tinaderm aerosol and Calamousse are available ex-car with bonus deals. A sales assistant competition is planned for later in the year. *Kirby-Warrick Pharmaceuticals Ltd, Mildenhall, Bury St Edmunds, Suffolk*

Young ladies

After catering for the squire and mistresses' bath time needs, the London Herb & Spice Co have now introduced refreshing bath herbs for young ladies.

Presented under the Country House label, the new bags come in boxes of 10 (£1.50 per box), and packed in cases of 20. *The London Herb & Spice Co Ltd, 18 Selsdon Road, South Croydon, Surrey.*

Elgydium unit

A merchandising unit holding toothbrushes and toothpaste has been developed for Elgydium.

The unit holds 8 x 75ml toothpastes and 24 assorted toothbrushes. Concept are currently offering 10 per cent discount bringing the price down to £29.27 representing, they say, a 40 per cent profit margin for the retailer. Distributors are *Eylure Ltd, Grange Industrial Estate, Llanfrechfa Way, Cwmbran, Gwent.*

GERIMAX

GERIMAX

Korean Ginseng, Vitamins and Minerals

100 tablets

120 g

Manufactured under pharmaceutical conditions by Dansk Drog A/S, Denmark

Our unique formulation make this
2000 year old remedy a product of the future.

Today's customers are increasingly discerning and far more aware of healthy living than at any time in the past, for this reason they look to you for guidance and product assurance; assurance you can give for Gerimax with confidence because Gerimax is produced under the strictest pharmaceutical conditions and the active constituents conform to the British or European Pharmacopeia standards and is available through Pharmacies.

2000 years experience with ginseng formed the basis of the development work which has made it possible to combine Panax Ginseng with an adequate dose of all necessary vitamins and minerals including Selenium as well as 18 amino-acids – all in one tablet.

To obtain your supplies of Gerimax and details of special offers contact your local Pharmaceutical Wholesaler.

GERIMAX

VITALIA LIMITED

Hemel Hempstead, Herts HP2 4ND.
Tel: 0442-49607. Telex: 826327.

TABLET DECLARATION

GINSENG EXTRACT.....	85mg
(from 250mg of standardized Panax Ginseng)	
C.A. MEYER, finest Korean Ginseng	
Vitamin A (Retinol USP)	3000I.u.
Vitamin B ₁ (Thiamin-monitrate USP)	1.5mg
Vitamin B ₂ (Riboflavin Ph. Eur)	1.8mg
Vitamin B ₆ (Pyridoxine Hydrochloride Ph. Eur)	2.0mg
Vitamin B ₁₂ (Cyanocobalamin Ph. Eur)	3.0mcg
Folic Acid (Ph. Eur)	100mcg
Niacin (Nicotinamide Ph. Eur)	18mg
Pantothenic Acid (Calcium Pantothenate Ph. Eur)	10mg
Rutin (DAB)	20mg
Vitamin C (Ascorbic Acid Ph. Eur)	45mg
Vitamin D (Ergocalciferol Ph. Eur)	400I.u.
Vitamin E (d-alpha Tocopherol acetate Ph. Eur)	12mg
Iron (Ferrous Fumarate Ph. Nord)	18mg
Zinc (Zinc Oxide Ph. Eur)	15mg
Copper (Cupric sulphate Ph. Nord)	2.0mg
Manganese (Manganese sulphate DAK)	3.8mg
Molybdenum (Sodium Molybdate BP)	250mcg
Iodine (Potassium Iodide Ph. Nord)	150mcg
Selenium (Sodium selenite Ph. Nord)	125mcg
Chromium (Chromium chloride)	125mcg

In addition there are small amounts of Biotin, Choline Inositol and 18 amino acids.

Gerimax is produced under strict pharmaceutical conditions and the active constituents conform to the strict British or European Pharmacopeia standards.

Gerimax. The ultimate one!

It's no the weath getting

Marvellous weather over Easter ensured a busy start to the photofinishing season, and the quality of prints sent in by photo-finishers in April was of such high quality that we are able to announce that no less than ten laboratories achieved the Kodak Point Standard. They are included in the first Table of Merit in the 1984 Kodak Award for Quality Scheme.

This promises a summer of fierce competition for the coveted Gold and Silver Awards.

Our congratulations to the following laboratories who are now on their way to the first Silver Awards of the season which will be awarded when the Kodak Point Standard is achieved for two consecutive months.

Table of Merit, April 1984
Colourcare International,
Chester.
Colourcare International,
Morley.
Colourcare International,
Livingston.

only erwhich is hotter. . .

Colourcare International,
Jewmarket.

Colourcare International,
Leath.

J. Alan Freegard Ltd, Poole.
Brunwick Processing
Laboratories Ltd, Borehamwood.
Litster, Peebles.
hotofinish, Isle of Man.
J. H. Williams, Haverfordwest.
The Kodak Awards for Quality
The competition is open to

all independent photofinishers,
who use Kodak 'Ektacolor' Paper
and formulated Chemicals.

Kodak and its subsidiary
companies are excluded.

All photofinishers who regularly and continuously return full sets of quality monitoring strips to the Kodak Monitoring Service are automatically included in the scheme which runs from April to December 1984.

Smile. It's on 'Kodak' paper. 

Kodak and Ektacolor are trade marks.

Star Wars foam

Bath foam with a Star Wars theme is available from Addis. Eight characters from the film are featured on the 345ml bottles (£0.99) which come in assorted colours and are available to the retailers in two assortments of one dozen bottles.

Addis Ltd, Brushworks, Hertford.

On the scent

Lumiere is the latest perfume from Rochas, to be launched in September. This new eau de parfum captures the essence of warm sunlight and exotic white flowers, says the company. With a top note of honeysuckle intermingling with jasmine, gardenia, magnolia and orange blossom, Lumiere is available in three sizes of bottle and two natural sprays. The bottles are 50ml £10.95, 100ml £17.50 and 200ml £28; and the natural sprays 50ml £12.50 and 100ml £19.50. Packaging is pastel with gold lettering. *Rochas Perfumes Ltd, 27 Grosvenor Street, London W1X 9FE*



These brightly coloured novelty characters from the Beeline gang (£0.79) double up as air fresheners. Each little figure contains a capsule which can be pierced with a pin provided to release the air freshener. Elastic loops mean the air fresheners can be hung anywhere. *Jackel International (UK) Ltd, Kitty Brewster Estate, Blyth, Northumberland.*

Pagan plan

Jovan are offering a limited edition 15ml Pagan cologne spray price-marked £1.69, pre-packed in display units of 24.

At the same time uncartoned 25ml cologne spray for women and 50ml aftershave for men are available in the Jovan musk oil range. Each is price-marked £2.99 and again comes in a 24-unit pre-pack. *Jovan, Beecham House, Great West Road, Brentford, Middx*.

Boutique offer

Kimberly-Clark are mounting a banded pack promotion on Boutique cotton wool pads. Consumers are being offered two packs for £0.99 — a saving of up to £0.20. *Kimberly-Clark Ltd, Larkfield, Kent.*

Natural Choice

North West Cosmetics have launched a range of beauty products called Natural Choice. The range includes shampoos (160ml, £0.69) and conditioners (160ml, £0.79) for greasy, normal, heat treated and damaged hair.

Oily and dry/normal skin types are catered for in the cucumber and apple blossom ranges which comprise cleansing cream (50g, £1.83), moisturising cream (50g, £1.93), night cream (50g, £1.87), hand and body lotion (160ml, £1.93) and hand cream (50g, £1.83). Advertising support includes the women's Press. *North West Cosmetics Ltd, Red Rose House, Lancaster Road, Preston, Lancs.*

HOW THE NATIONAL LAUNCH OF HEDEX PLUS WILL BE RECEIVED.



Sampling for Supersoft

Reckitt and Colman start a sampling operation this month for Supersoft Once shampoo taking in 4.5 million homes.

The Once sachet comes in a presentation wallet featuring Sharron Davies, star of the television commercial. Reckitt are targeting the drop to women under 35 who wash their hair most frequently.

To coincide with the sampling operation there will be an on-pack consumer offer of a 9 carat gold pendant for £8.95 (usual rrp £18.29). *Reckitt and Colman Products Ltd, Dansom Lane, Hull HU8 7DS.*

Nailoid shades

Chateau and glowing embers (£0.69) are two additions to Nailoid's fashion glaze range, bringing the choice of shades to 19.

The color glaze range is also being



Sterling Health have produced this Wet Ones dump bin especially for the peak Summer selling season. The bin highlights the out-of-home uses for Wet Ones moist wipes and is suitable for the 50s and 70s drum packs. Also available is a chemist counter unit which takes a 1-dozen tray of the 15 wipe handy pack. *Sterling Health, Guildford, Surrey GU1 4YS.*

extended with the Autumn colours of cola and flame (£0.45). *Richards and Appleby Ltd, Gerrard Place, East Gillibrands, Skelmersdale, Lancs WN8 9SU.*

Ronson twin blade system

A low price, twin blade shaving system has been launched by Ronson Proprietaries. Called the Ronson Outline, it is a fixed head razor and comes with three twin blade cartridges in a blister pack (£0.89). A pack of five Ronson cartridges, which will fit all leading swivel and fixed head razors, is also available at the same recommended price.

Both the red, black and silver blister razor packs and the packs of replacement cartridges come supplied in display outers of twenty. *Ronson Proprietaries (UK) Ltd, Emperor House, 151 Great Ducie Street, Manchester M3 1DQ.*

Extra cream

Anne French deep moisturising cream is currently carrying 40 per cent extra contents on the 50g jar. *International Chemical Co, 11 Chenies Street, WC1.*

To announce the launch of new Hedex Plus we're spending £600,000 on a national television campaign.

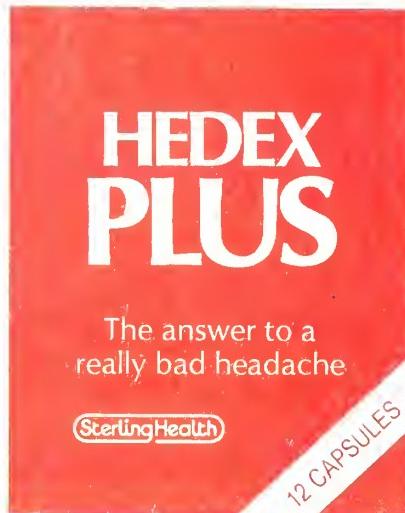
It is, after all, the first advertised analgesic specially for really bad headaches. A fact that should come as something of a relief to those people who suffer from them. Because research has shown that as many as 90% of severe headache sufferers would welcome a more effective analgesic.

New Hedex Plus, the first major advertised analgesic to bring the effective combination of paracetamol and codeine OTC to the severe headache sufferer, will be sold only through you, the pharmacist.

So make sure you stock up. Because with 34 million severe headaches a year asking for the kind of relief offered by Hedex Plus, it's no wonder that we're shouting it from the rooftops.

Sterling Health

Hedex is a registered trademark.



High heel comfort

An insole for high-heeled or open-backed shoes has been introduced by Scholl. The Air-Pillo half insole (£0.54) helps cushion the ball of the foot and is invisible when worn in open or sling-back sandals, says the company.

Shoes with heels of more than two inches make up over half of the women's footwear market but because of rucking, full insoles are unsuitable. The half insole solves the problem and helps stop the feet sliding forward, say Scholl, as well as relieving the stress on the ball of the foot caused by the high heels.

The insoles are made of washable latex foam, cut to size with scissors using a template in the pack. Introductory trade discounts are available. Scholl (UK) Ltd, 182 St John Street, London.

RBC re-vamped

Rybar's bite n' burn cream — RBC cream — has been repackaged and is currently on trade bonus.

Four free packs are offered with two dozen tubes, 14 free with six dozen, 30 with 12 dozen and 72 with 24 dozen, say Rybar. Distributors: Approved Prescription Services Ltd, PO Box 15, Whitcliffe Road, Cleckheaton, W Yorks.

Click a Clik

Rolenworth say their Clik 11 twin blade cartridges give independent retailers a chance to compete with major multiples in the price sensitive shaving market.

At a suggested retail price of £0.59 for

five we are offering the independent or small multiple the chance to compete with the really big hitters," says Rolenworth's general manager, Colin Kemp.

Clik 11 uses chrome and teflon coated stainless steel blades and is designed to fit any twin blade razor. Rolenworth have also launched a razor set (rrp £0.95p) comprising five twin-blade cartridges and a razor. Dendron Ltd, 94 Rickmansworth Road, Watford, Hertfordshire WD1 7JJ.

New beginnings

Renaissance Marketing have taken over the marketing and distribution of Fiskell's and Topsy Tips products from CNC Cosmetics. Smoke Stoppers has been withdrawn from the Fiskell's range until further notice they say. Renaissance Marketing Ltd, 75 High St, John's Road, Kettering, Northants.

Moving pictures

Pictorial Scops of London have appointed Colson and Kay Ltd as their sole distributors to pharmacy in the UK. In Northern Ireland, KSM Distributors will continue to represent them. Colson & Kay Ltd, Shentonfield Road, Manchester.

Boost for Fenjal

Beecham are giving a boost to Fenjal creme bath with a free soap promotion on over 100,000 packs.

The soap and creme bath, bound together by a PVC shrink sleeve carrying a flash announcement in blue, white and gold, are available from Beecham Proprietaries — Toiletries, Beecham House, Great West Road, Brentford, Middlesex TW8 9DB.

Nella red oil

Some confusion seems to have arisen among subscribers following an entry for Nella red oil in the *Price List Supplement* of June 9. The product remains available, but is no longer distributed by Pharmagen.

■ Puritabs are now available in a "pocket" version (50, £0.79). One tablet purifies one glass of water or drink, say Kirby-Warrick Pharmaceuticals Ltd, Mildenhall, Bury St Edmunds, Suffolk.

SPECIALITY BRIEFS

10ml Uromitexan: Uromitexan is now available in a 10ml (1,000mg) ampoule (15, £38.40 trade). Boehringer Ingelheim Ltd, hospital division, Southern Industrial Estate, Bracknell, Berks RG12 4YS.

Dioderm repackaged: Re-designed Dioderm packs are to appear when the next batch is available, around the beginning of this month. The change is to bring the product in line with other topical preparations from Dermal Laboratories Ltd, Tatmore Place, Gosmore, Hitchin, Herts SG4 7QR.

Cedocard IV 50ml bottles: Cedocard IV is now available in 50ml bottles (5, £107.25, £535 trade). Tillots Laboratories, Henlow Trading Estate, Henlow, Bedfordshire SG16 6DS.

■ E.R. Squibb & Sons Ltd are the British subsidiary of the Squibb Corporation in America, not as stated in *C&D* last week. They continue to market captopril in the UK as Capoten.

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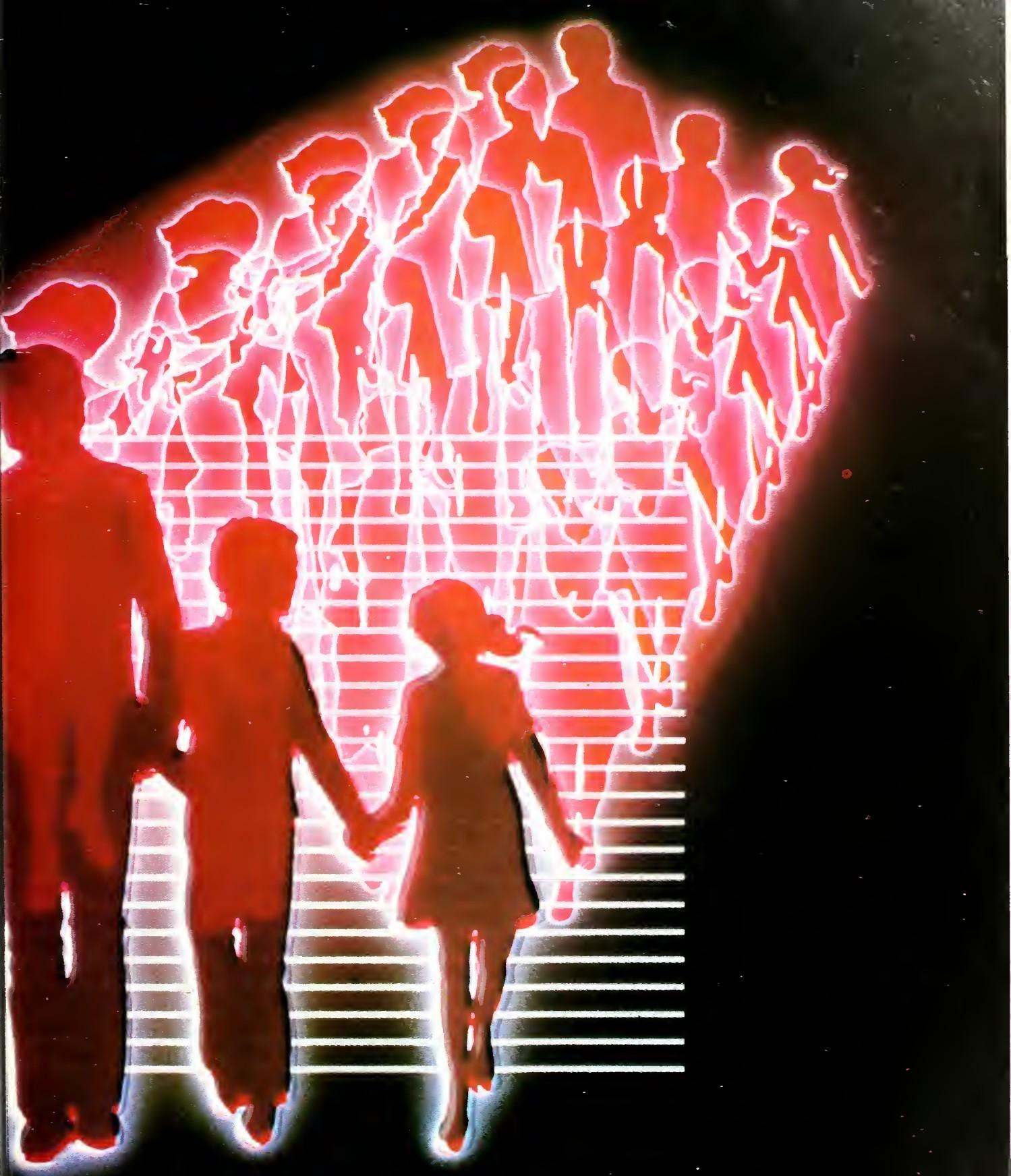


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Gross Profit %	25%	25%	41%
Dietary Fibre Content		60%	90%

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Figures from present Chemist & Druggist Price List.

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OTC transfer problems

I was interested to read Xrayser's comments on his difficulty in obtaining transfer ordered stock. This is a problem that I have encountered.

I feel that many wholesalers are not as interested in OTC products as they should be, despite the activities of their buying groups to convince pharmacists to promote heavily. For example, my major wholesaler is out of stock of about 20 per cent of all OTC lines I order, a situation which would not be tolerated on ethical products. Furthermore, I find that out of stocks are far more likely to happen on products that are being promoted, leaving one with depleted shelves just as the advertising appears.

Two problems occur as a result of the wholesalers stock control being so poor. Firstly, I have to operate a large number of direct accounts with individual manufacturers, and secondly,

manufacturers themselves will become increasingly frustrated with chemist wholesalers and develop products for the grocery-drugstore market, like Entrotabs.

I am sure that unless wholesalers re-organise their buying habits and stock control, chemists will continue to lose business on OTC lines.

A. Walsmsley
Stonehouse, Gloucester

'Resurrecting' pharmacies

The Plymouth Park Victorian "resurrected" pharmacy which I officially opened a few weeks ago has been successfully launched and is making excellent progress. I also had the pleasure of visiting the pharmacy at the Ironbridge Museum complex which the president of the Pharmaceutical Society will officially open.

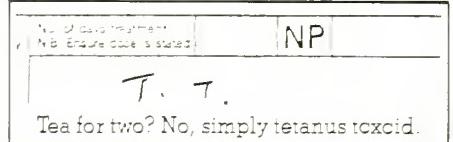
All this points to an ever-increasing interest by pharmacists and the public in the "resurrecting" of historic pharmacy

and medicine. Many pharmacists in various parts of the country are considering such ventures before "treasures and heirlooms" are lost. Through the Plymouth venture we have obtained much information, knowledge and experience which we will gladly give to those interested.

Further, it is obvious that with the development there will be surplus items which other places might need, hence a focal point is necessary to sell, barter, or loan. I will be delighted to hear from any pharmacist, "resurrected" pharmacy or organisation interested in the above. (Chelfam House, 1 Salburn Road, St Budeaux, Plymouth PL5 1PB).

Mervyn Madge,
President, *British Society for the History of Pharmacy.*

More Letters on p76



If you want to do some beautiful business with powder compacts, sun-glasses, skin creams, make-up, shaving brushes, tooth-brushes, dummies, scissors, hair-slides, combs, sponges, perfumes and many other pretty things, Frankfurt will be worth visiting from **25. 8. to 29. 8. 1984.**

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An overdose of vitamins?

Before the dust finally settles on the television and media coverage on vitamin overdosing, may we make a small contribution to the debate?

Wasn't it a pity community pharmacy was not represented on the television discussion programme — after all, a very large proportion of vitamin products are sold through pharmacy.

The subsequent studio debate may have made compelling viewing with two grown men abusing each other and resorting to personal insults but contributed very little to providing real information.

Perhaps the most disappointing aspect was that, as usual, a couple of questionable scientific reports were allowed to go virtually unchallenged while only a fleeting mention was made of some of the many serious positive studies particularly regarding ginseng.

We can only hope that one of the main messages to emerge for the public was: "If you're confused or in doubt about health food products, ask your local pharmacist." W.T. Draper
Pharmacist Information Bureau

The programme previewed in C&D June 80 (p1239) made exciting television but not very good written copy! Dr Robert Woodward introduced as 'a pharmacist and managing director of Larkhall Laboratories' strenuously defended his company against attacks by nutritionist Professor Arnold Bender, arguing that those who criticise high-dose vitamin preparations and so on do not understand their role in a whole food programme ('natural' rather than 'balanced') and holism in general.

Professor Bender maintained that high doses were never necessary and supplements only an 'insurance policy' he claimed to have discovered 19 'toxic compounds' in the Larkhall list from RNA (metabolised to uric acid and hence a cause of gout) to certain amino acids which could cause a dietary imbalance. Dr Woodward vigorously denied the toxicity.

but Professor Bender argued that as the health food market had grown so large it must now be controlled under the Medicines Act — Editor.



Mr Nigel Perryman Tresise (right) of Alchem Ltd, Southsea, Hants proudly accepts a £50 Marks & Spencer voucher as winner of a recent window display competition run by Amplex. Presenting the award is Mr Philip Westoby, area manager South for Ashe Laboratories.



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Society takes action on 'quasi-medicinal' goods

The Pharmaceutical Society is to write to the Committee on Safety of Medicines expressing anxiety over the increasing numbers of "quasi-medicinal" products.

The secretary and registrar Mr D. Lewis said in a paper presented to this month's Council meeting, that there had recently been an enormous increase in quasi-medicinal products which were being sold without question by pharmacists. The products were not licensed because they were not sold as medicines but as food supplements. No medicinal claims were printed on the products, for that would make them medicines and bring them within the scope of the Medicines Act. Instead, medicinal claims were made in associated literature, women's magazines, health magazines and the national Press.

The new publication *OTC Index* — edited by pharmacists and "designed as a reference and prescribing aid for pharmacists" — listed preparations such as Efamol Marine as "a dietary supplement of polyunsaturated fatty acids for the general maintenance of good health." Efamol PMP was advertised for the treatment and alleviation of "the pre-menstrual tension syndrome."

Another example was the Ladycare range of vitamin and mineral formulations marketed by Booker Health Products and advertised in *C&D*. Three formulas were available for "Today's woman and her monthly period," "Women going through the menopause" and "Women after the menopause."

A final example was Quest vitamin tablets, about which the Society had sent information to the Department of Health. Quest multi "B" complex tablets contained 5mg of folic acid, which was 25 times the level which would make a corresponding medicine Prescription Only, Quest mega "B" tablets contained 10mg of folic acid, 50 times the level which would make a medicinal product a POM.

Mr Lewis said the advertisements for Efamol were cleverly written to make certain that they were dietary supplements only, but associated with them was literature for the treatment of pre-menstrual tension. He described the Ladycare formulations advertised in *C&D* as seeming to back a horse three ways.

Dr L. Adamson, drawing attention to the products containing folic acid, said that pernicious anaemia caused by vitamin

B_{12} deficiency was complicated by degeneration of the nervous system. Folic acid would correct the anaemia but would not correct or arrest any degeneration of the nervous system. It was dangerous to prescribe folic acid for patients who might be B_{12} deficient.

Mr J.P. Kerr suggested that the

secretary and registrar should write to the appropriate authority pointing out that there was an increasing number of products which made no medicinal claims but were advertised by some indirect means. There had to be a way of stopping the practice. It was appalling to realise the dangers that people were getting into. Everybody seemed to think that because certain items were sold in herbal stores as health remedies, there could be no possible danger. Pharmacists knew better, and should draw attention of the authorities to that abuse of the

This new air is really going to

Unlike the general public, the manufacturers of air-fresheners are going to hate Neutradol. Because until now, most air-deodorisers have neutralized unwanted odours by simply masking or covering them. New Neutradol however, does much more than this, because it works in a different way. Neutradol is a formulation of over 50 different chemicals, each one targeted to destroy a specific odour molecule, completely. Without the need to leave a lingering smell. No roses, no pine, no sandalwood, no fruits, no herbs, nothing. Just clear pure air. We're going to change the way people smell.

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Medicines Act.

Mr W.M. Darling proposed, and Council agreed, that a letter should be written to the CSM expressing concern and that the matter should be looked at by the Science Committee. Mrs C.M. Puxon suggested that the letter should state that the Science Committee would give any necessary assistance.

Advertising homoeopathic specifics.

The Society is to seek a meeting with the Department of Health over the question of the advertising of homoeopathic specifics.

The Practice Committee was reminded

that a letter had been sent to the Department expressing concern at the current marketing developments regarding homoeopathic preparations which, it was alleged, were contrary to the original intent of the Medicines Act. The Department's reply had indicated that it was not prepared to listen to arguments on the "therapeutic philosophy" of homoeopathic medicines, but was only prepared to receive specific evidence on contravention of legislation.

The Committee felt that the matter was of such importance that it could not be

allowed to rest and recommended that a meeting should be sought.

Script endorsement for withdrawn drugs.

The Joint Formulary Committee is to be asked to negotiate a procedure under which prescriptions for any withdrawn product should be endorsed by the prescriber to indicate his intention for it to be supplied to a specific patient despite its withdrawal or suspension from the market.

The JFC has already agreed that the British National Formulary should include a reference to products which have been withdrawn, including details of the reasons for withdrawal or temporary suspension. Such a statement should first appear in the September 1984 edition.

The Practice Committee felt that an endorsement would emphasise to the prescriber the seriousness of the action he was contemplating. Concern was expressed that such a formal arrangement would stimulate the prescribing of withdrawn products. However, it was noted that as it was legal to prescribe such products a publicised formal arrangement was desirable.

Veterinary medicines. The Society is to contact the Ministry of Agriculture to find out whether it would be willing to accept a list of pharmacists compiled by the Society as eligible to be "qualified persons" under Medicines Act transitional provisions in relation to veterinary products. The Ministry will also be informed that the Society is seeking a meeting with the Department of Health regarding the experience requirements contained in the permanent provisions of the qualified person regulations.

Research awards. When applications for Pharmaceutical Society research awards are considered, any research project on product safety and the elderly is to be accorded a high priority.

IPF representative. Mr Henry Howarth has been nominated as a representative to the Steering Committee of the International Pharmaceutical Federation section for the general practice of pharmacy.

Service teaching in schools. Pharmacy schools should aim to have a minimum of service teaching from other departments, and none in the final year, the Council decided. A policy document drawn up by the Education Committee is to be circulated to schools and included in the Council's document on criteria for the approval of degrees in pharmacy.

Honorary member. The president presented a certificate of honorary membership to Dr John Gorrod, reader in biopharmacy, department of pharmacy, Chelsea College. He said that Dr Gorrod was internationally known for his scientific contributions.

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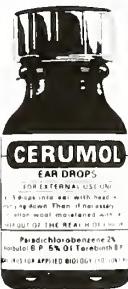
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An easy guide to molecular biology

Every organism has a genome containing discrete pieces of information (genes) that together code for all the functions of that organism. This information enables a cell to synthesise proteins which can act either in isolation (a membrane or cell wall component) or together (for metabolic activity or differentiation).

The genome is a double stranded DNA molecule made up of strings of nucleotides containing one of the four bases adenine, guanine, cytosine or thymine linked to deoxyribose phosphate units. The bases are always arranged in pairs with the adenine on one strand of DNA situated opposite thymine on the other strand and guanine opposite cytosine. Hydrogen bonding between these bases holds the two DNA strands together.

Different organisms have different sized genomes. Generally, the more complex the organism, the larger the genome. A simple virus has a genome of only 2-3,000 bases whereas human cells each contain a genome of about 3,000 million base pairs distributed over 23 chromosomes. The sequence of bases within each genome is unique and this eventually determines the structure and function of the primary product of each gene, a protein molecule.

The genetic information in DNA is changed into the amino acid sequence of a protein in the following way. Firstly, in a process known as transcription, the enzyme RNA polymerase copies one of the strands of DNA to produce a messenger RNA molecule which has a similar sequence of bases that are linked through ribose phosphate units instead of deoxyribose phosphate. The nucleotide sequence of messenger RNA is then translated into the amino acid sequence of a protein using complex intracellular structures known as ribosomes. Ribosomes are capable of joining different amino acids together by recognising a specific combination of three nucleotides within the messenger RNA sequence.

The resulting amino acid sequence of a protein therefore depends on the nucleotide sequence of the corresponding gene so that a protein containing 250 amino acids would be coded for by a unique string of 750 bases within one continuous DNA strand.

The nucleotide sequence of a DNA

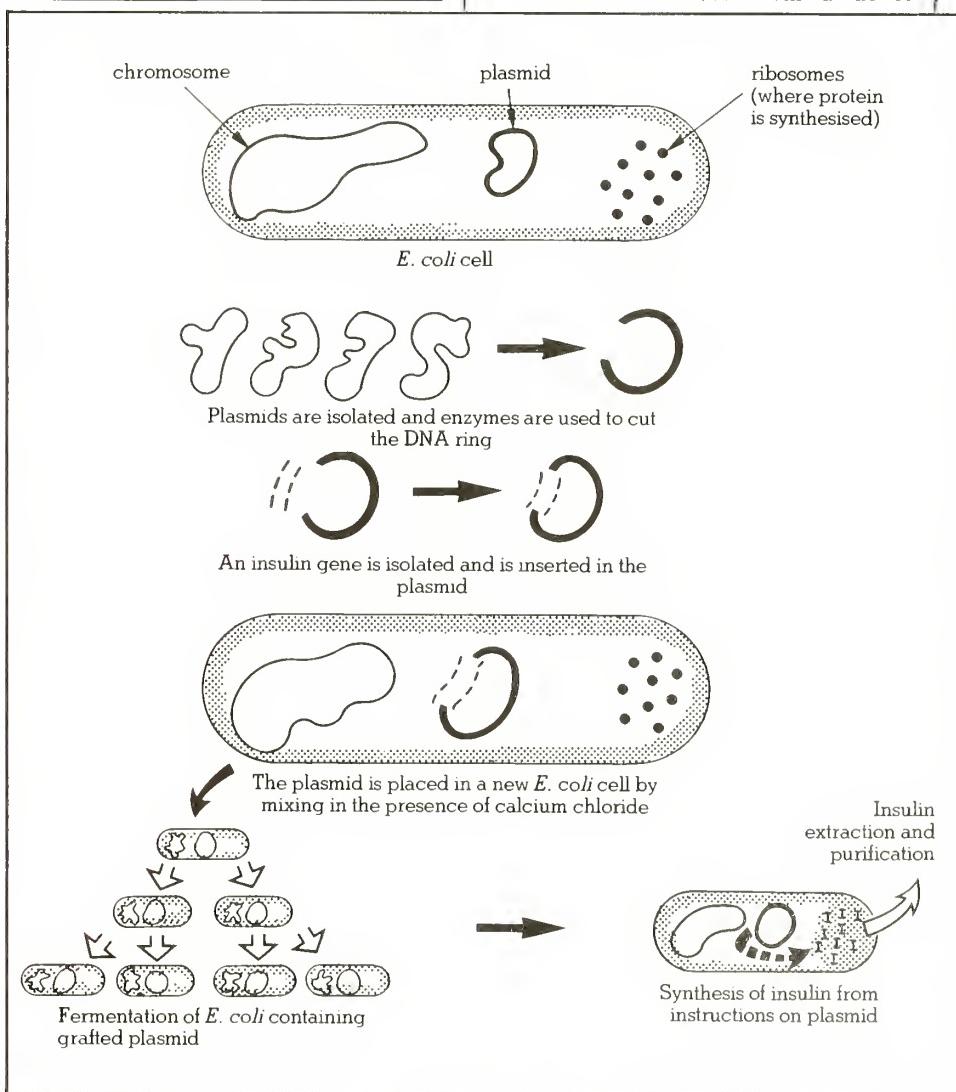
Simplified diagram showing how recombinant technology is used to produce human insulin

Genetic engineering has triggered a revolution in biotechnology that is already having a major impact on healthcare. C&D looks at some of the medical developments using this new science. For those pharmacists not familiar with the terminology, we start with an outline guide to the principles involved.

molecule also contains a variety of control signals which determine where a gene starts and stops and whether the gene is to be active or inactive under different conditions. These signals prevent the entire genome of a complex organism from being active all the time, which would be wasteful, and enable complex processes to take place in an ordered manner.

Genetic manipulation

This is a way of transferring genetic information, ie DNA, between unrelated organisms using simple *in vitro* biochemical procedures. Any host organism that contains DNA derived from a donor



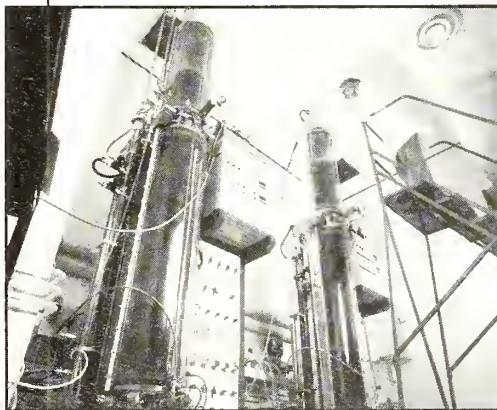
GENETIC ENGINEERING

organism can then replicate and possibly produce compounds normally synthesised by the donor.

The DNA used for genetic manipulation can be obtained in three ways. Firstly, the DNA of a donor organism may be degraded selectively into small fragments using DNA endonucleases which are commonly known as restriction enzymes. Many different restriction enzymes, all from bacteria, have been isolated and can be bought "off the shelf" from manufacturers in the same way as other chemical reagents.

Each different restriction enzyme is capable of cleaving DNA molecules at different nucleotide sequences to produce specific collections of fragments which can then be separated and isolated by electrophoresis on agarose gels.

DNA can also be synthesised from messenger RNA derived from a cell that is known to produce the required protein. In



Deep tank fermenters used at Celltech to manufacture monoclonal antibodies in bulk

this case an enzyme known as reverse transcriptase is used.

Finally, DNA can be synthesised chemically using a series of condensation reactions to produce the required sequence of nucleotides. Various "gene machines" are commercially available for this purpose.

The required DNA fragments must then be transferred into a second or host organism. *E. coli* is frequently used as the host because its physiology and genetics are well understood. This bacterium sometimes contains plasmids which are circular DNA molecules situated outside the main chromosomes and capable of independent replication.

Plasmids normally code for functions such as antibiotic resistance but they are used in genetic manipulation as the means of introducing "foreign" DNA into the host organism.

In this technique the circular plasmid DNA molecule is cleaved once at a specific site with a restriction enzyme so that it becomes linear. This linear molecule is mix-

ed with an isolated DNA fragment and the plasmid is made circular again, this time incorporating the foreign DNA.

Another enzyme, known as DNA ligase, is used in this reaction to form the necessary covalent chemical bonds between adjacent nucleotides of the foreign and plasmid DNA. This process, commonly referred to as ligation, results in the formation of recombinant DNA molecules which must then be transferred back into the host organism.

Plasmids used in genetic manipulation are often referred to as delivery vehicles or vectors. Normally *E. coli* will not take up extraneous DNA so must be made competent to receive it. Once competent, *E. coli* cells will take up — by a process of transformation — and then replicate any added recombinant DNA molecules. If the foreign DNA contained in the recombinant plasmid can code for the synthesis of a protein then this protein will be made by *E. coli*. This means that *E. coli* can be "engineered" to produce a foreign protein and that low cost fermentation technology can be used to isolate the protein in large amounts.

In practice the procedure is by no means straightforward. Isolating the right gene from the possible thousands present in the donor organism is a formidable task. A great deal of information on the DNA fragments being used and on the properties of the host organism must be available before the correct protein can be expressed and obtained.

Many medical uses

So far, the main area of interest has been the use of recombinant DNA technology for the production of therapeutic proteins.

In the past, the use of these proteins has been hindered by problems involved in producing them in large amounts. They are either too complex to obtain easily by chemical synthesis or too difficult to obtain from their natural sources. Genetic manipulation has enabled the major pharmaceutical companies to re-think their philosophy regarding production of these compounds.

The first medical product of this type to reach the market was Eli Lilly's human insulin, Humulin. The genetic information necessary for synthesising the insulin A and B chains is isolated, transferred and expressed in *E. coli*. The two polypeptide chains are isolated following fermentation and joined by chemical methods to form the biologically active hormone.

In Germany, Hoechst AG are about to launch a human insulin obtained by genetic manipulation. In this case the technology has been used to produce the precursor molecule, pre pro-insulin, which is subsequently degraded by chemical methods to yield the required active insulin.

Human growth hormone, used to treat

dwarfism, is currently derived from the pituitaries of human cadavers. Celltech Ltd, the British biotechnology company set up about four years ago, are developing recombinant DNA techniques to synthesise this hormone and have isolated a compound that mimics exactly the natural hormone found in the body. More plentiful supplies are expected to bring about new applications for the hormone including treatment for burns, fractures and osteoporosis.

Celltech have signed a £1 million agreement with Serono Labs Inc, Massachusetts, in which Serono will fund Celltech's development programme and claim worldwide marketing rights for the product. The research programme is expected to last until Spring 1985 and the hormone is likely to reach the market in about three years. Serono will undertake the necessary clinical trials and regulatory procedures while Celltech will receive success payments for completing the development, together with royalties thereafter.

Genentech, San Francisco, in collaboration with Kabi Vitrum, are already carrying out clinical trials on human growth hormone expressed by *E. coli*.

Celltech have also signed two agreements with Sankyo Co Ltd, one of Japan's largest pharmaceutical companies. Sankyo will fund Celltech's development programme and pay royalties on sales while retaining exclusive marketing rights.

The first agreement concerns tissue plasminogen activator which has potential uses as a fibrinolytic agent in heart disease and strokes. It works by activating plasminogen to release plasmin which then dissolves the fibrin in blood clots. Its localised action is expected to have significant advantages over existing therapeutic agents.

The second agreement involves human calcitonin which should have less antigenicity than the existing product derived from animals. Besides being used for hypercalcaemia, the new calcitonin is expected to find a role in the treatment of osteoporosis.

Celltech have cloned the human gene for both products, which have been expressed in bacteria, and tissue plasminogen activator has also been expressed in mammalian cells. Compounds are unlikely to reach the market before 1989.

Celltech have also been working on synthesising urokinase, another plasminogen activator already used to treat severe embolic disorders. A further area of interest is cloned interleukin 2 or T-cell growth factor which has possible uses in cancer and in AIDS, a disease that is characterised by an imbalance in the part of the immune system involving T-cells.

Dr Alex Bollen, Belgian Foundation for Scientific Research, Brussels, told the recent Biotech '84 conference in London that many proteins involved in blood circulation and fibrinolysis could find therapeutic applications if they were available in large amounts at reasonable cost. Producing these proteins from microbes by genetic engineering would have the advantages of an abundant and relatively cheap supply, without the risks due to contamination of blood banks by dangerous pathogens such as hepatitis and AIDS viruses.

His research group is involved in the cloning of alpha₁ antitrypsin whose main therapeutic function lies in preventing emphysema, haptoglobin which participates in the iron economy of the blood, and antithrombin III which regulates clot formation.

The US company Genentech recently announced that they had managed to clone the gene for Factor VIIIc, that part of the Factor VIII molecule responsible for blood coagulation. Factor VIII for use in treating haemophilia may therefore become more readily and economically available by recombinant DNA techniques.

Several companies are interested in producing interferons by genetic manipulation. The US company Biogen has just gained FDA approval for "gene-spliced" alpha interferon which is to be manufactured and marketed by Schering-Plough Corp. Clinical trials have started on gamma interferon which is believed to be the most promising interferon for the treatment of some cancers.

In the UK, ICI have developed recombinant DNA methods to produce natural interferons and are using this work as a base from which to synthesise interferon analogues. These modified compounds are being examined for their structure-activity relationships.

According to a recent issue of the *Japan Economic Journal*, Mitsubishi Chemical Industries Ltd have used *E. coli* to synthesise beta-endorphin, a brain transmitter with an action similar to morphine. The company is hoping to use the polypeptide, which has a chain of 31 amino acids, as the basis of a highly effective and safe pain killer.

Dr Tim Harris, Celltech's head of molecular biology, comments that companies involved in genetic engineering are following similar paths to drug development as many major pharmaceutical companies. "We can isolate novel proteins and investigate their actions. Alternatively we can modify existing cloned proteins and see what actions they have, which is exactly the same approach as the drug industry."

"In the future the number of useful therapeutic proteins is obviously going to be less than the number of therapeutic drugs. Proteins will still probably be used largely

for replacement therapy. But compounds modifying the immune system may become important although it will take a long time to find out what their actions are before we can consider using them therapeutically."

Vaccines

Sub unit vaccines which contain only the antigens required to produce immunity and which lack the extraneous materials found in killed vaccines are ideal candidates for production by genetic manipulation. These vaccines would also overcome the problems associated with the mutation of live, attenuated vaccines back to the virulent strain.

Antigens are proteins found on the outer membrane of pathogens. Once the area of the genome that codes for these proteins has been identified, the relevant DNA fragment can be transferred to a suitable host such as *E. coli* or yeasts which will then express the protein in large amounts by simple fermentation. The antigen is purified and used as an immunising agent.

It is possible to be even more specific and identify antigenic sites within the more complex antigenic protein. These sites are between 12 and 30 amino acids long and can be used in isolation as the immunising agent. Genetic engineering offers an economical means of synthesising these amino acid chains and the use of entirely synthetic vaccines for polio, diphtheria and rabies is likely in the future.

Work is also being carried out on sub unit vaccines to hepatitis, Epstein Barr virus and herpes simplex, and within 5 to 10 years a whole range of new vaccines may be manufactured by recombinant DNA technology. Several are already undergoing clinical trial but whether they become available commercially will depend on the economical advantages of the new technology compared with traditional methods. A hepatitis B sub unit vaccine would have the major advantage of not being derived from infected blood, as are the existing killed vaccines.

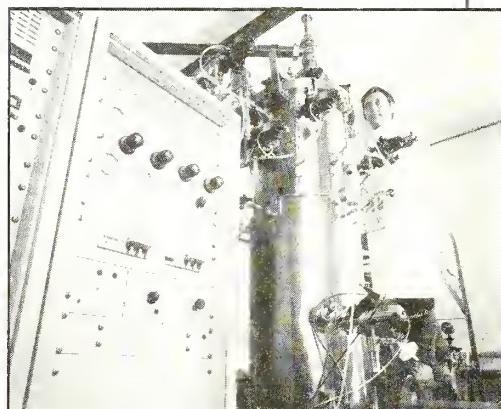
These sub unit vaccines lack materials likely to cause adverse side effects and are therefore, in theory, safer. However, there have been instances of immune enhancement in which the antigen primes the immune system to produce antibodies but the pathogenicity of the infecting organism seems to be increased if re-infection occurs. So long-term studies on the pathogenesis of the infecting organism and long-term effects of sub-unit vaccines will be essential.

Researchers at the Public Health Laboratory Service's Centre for Applied Microbiology and Research, Porton Down, are trying to isolate the genes that code for the protective antigens to *Bordetella*

pertussis. The aim is to synthesise a sub unit vaccine for whooping cough that would be free from the risks of brain damage caused by the current vaccine. This project is, however, still a long way from producing anything that could be used clinically.

Other organisms being investigated with a view to producing sub unit vaccines are cytomegalovirus and Lassa fever virus. A human T-cell leukemia virus has been isolated from AIDS patients and in theory it might one day be possible to produce a subunit vaccine for AIDS.

Genetic manipulation can also be used to produce improved live attenuated vaccines. For example, the pathogenicity of *Vibrio cholerae* is largely due to its ability to secrete a potent toxic protein. The genes that code for this toxin have been manipulated to produce a molecule with similar structure but without the toxic properties. The introduction of this genetic information back



Microbial growth being monitored in a pilot scale fermenter at Celltech

into a non-pathogenic *V. cholerae* strain would form the basis of a live attenuated vaccine able to induce immunity without adverse effects. American research workers have produced such a vaccine which is currently undergoing clinical trials.

Vaccinia virus, which was used so effectively to eradicate smallpox, has also been used as the basis of new attenuated vaccines. Genetic information coding for the synthesis of antigens from, for example, hepatitis B virus, herpes simplex virus, influenza virus and Epstein Barr virus, have been introduced into vaccinia virus which is then able to synthesise these antigens and induce immunity to the corresponding viruses. This research is paving the way for the production of multivalent live vaccines capable of protecting against several different infections at the same time.

There are, however, a number of drawbacks to this approach, a major one being that vaccinia can cause vaccine fever. In addition, those people already vaccinated against vaccinia would have to wait many

years for their immune status against vaccinia virus to fall to a sufficiently low level before re-immunisation with a new multivalent vaccine could be effective. The researchers are now looking for an alternative vector without these disadvantages.

This is one example of how genetic engineering is hampered by a lack of biological knowledge rather than a lack of technical expertise.

Says Dr Peter Greenaway, director of molecular genetics at PHLS, "Genetic manipulation has revolutionised biology. You can literally sit down with a piece of paper and design what you want, deciding which gene you want to put into which

invest large amounts of time and money in the necessary R&D programmes. And frequently, the developing countries that need these vaccines cannot afford them.

Dr Greenaway is committed to the ideal that the role of the PHLS applied microbiology centre should be one of a research organisation contributing to fundamental knowledge of disease processes and improving health in areas neglected by drug companies.

Speaking at the recent Biotech conference in London, Dr David Rowlands, Wellcome Biotechnology Ltd, explained that studies of the synthetic antigens of foot and mouth disease virus were at an advanced stage. Protective levels of neutralising antibody could be induced by injecting guinea pigs with the synthetic peptides linked to carrier proteins.

Summarising the state of the art so far as vaccines were concerned, Dr Rowlands said that genetic engineering techniques have allowed a detailed analysis of virus genomes which was previously unimaginable: "There is good reason for the optimistic belief that we are on the threshold of an era in which the properties of vaccines may be manipulated and controlled to a far greater extent than was possible before. Although it is difficult or impossible to predict at this stage which approaches will ultimately lead to the development of practical vaccines, they will all contribute greatly to our understanding of the fundamental problems involved. This can only augur well for the future."

Diagnostics

The discovery of monoclonal antibodies has been claimed as one of the most significant developments in immunology, and speakers at the recent Biotech '84 conference in London predicted that monoclonals would dominate the diagnostics market within the next decade.

Monoclonal antibodies do not come strictly under the category of genetic engineering because recombinant DNA technology is not usually involved. They are made by immunising mice or rats with an antigen, isolating the spleen which contains the B lymphocytes responsible for making antibodies to that antigen, and then fusing the B lymphocytes with mice cancer cells (myelomas) that are able to reproduce themselves indefinitely. The resulting hybrid cell, or hybridoma, after isolation by cell cloning techniques, contains the genetic information necessary to keep producing antibodies that react with a highly specific antigenic site.

Monoclonal antibodies can be used to determine which antigens and hence which viruses are present in the blood of a patient with a possible virus infection. Similarly they

can be used to determine if antibodies to a particular pathogen are already present in the serum. In cancer (see later) they can be used to detect which cells are malignant.

A major advantage of monoclonals is their specificity. They are specific to one antigen only and it is possible for them to distinguish between two proteins in which only one amino acid has been altered.

It was the impact of monoclonals and other inventions on the diagnostics market that led to the formation last year of Boots-Celltech Diagnostics Ltd, a joint venture of equal shares between Boots Co plc and Celltech Ltd.

The company has launched an assay for measuring interferon, produced during viral infections, in human serum and other biological fluids. The assay is being tested for its diagnostic potential and for monitoring the responses of individual patients to different treatments.

Together with academic groups in Edinburgh, Manchester and Cambridge, the company is developing a range of monoclonal antibody based radio immuno assays for measuring specific proteins. These tests are expected to have important applications in clinical endocrinology, antenatal and perinatal diagnosis, oncology, paediatrics and infertility clinics.

A new department is developing assays for specific antigens and is working on several products offering rapid diagnosis of viral and other infectious diseases. The company is about to launch a series of diagnostics for infections of the respiratory tract and for sexually transmitted diseases. Also expected soon are monoclonal-based assays for human growth hormone, luteinising hormone, follicle stimulating hormone and parathyroid hormone, all much more sensitive than current antibody assays.

Last year, Boots-Celltech launched a monoclonal antibody assay for alpha-fetoprotein which detects raised levels of this compound in maternal serum or amniotic fluid. In this way, the test can reveal neural tube defects in the foetus within three hours compared with the two days taken by previous methods.

The company is also developing a new product that could have a major impact on the contraceptives market — a test for the fertile period in women. The test can accurately detect ovulation by measuring the ratio of oestrogens to progestogens. Trials are in progress measuring hormone levels in urine samples and Boots-Celltech hope to launch an OTC kit "in the very near future."

Researchers at Edinburgh Human Genetics Unit have used monoclonal antibodies to identify the cystic fibrosis antigen gene. This could lead to a method of identifying carriers of the disease, although



Monoclonal antibodies to interferon being purified on a cellulose column
(photo courtesy of Celltech)

micro-organism. The technology is there for you to do it but so many times you come up against a lack of knowledge of the organism. With vaccinia, for example, we still don't know why it's pathogenic, what region of the genome is responsible and how we can make it non-pathogenic."

Another research project at Porton involves protein A from *Staphylococcus aureus*. This protein can recognise human immunoglobins and is used as a generalised diagnostic tool for the indirect detection of specific antibodies in serum samples. Putting the gene that codes for protein A into *E. coli* offers a much cheaper and easier means of producing protein A than the methods currently employed.

Dr Greenaway believes that many of these projects, with the possible exception of the pertussis vaccine and protein A, are unlikely to be commercially viable.

The populations likely to benefit from these new vaccines are often too small for pharmaceutical companies to be willing to

screening for cystic fibrosis could still be some years away.

DNA probes are also being used as diagnostic agents. These are small pieces of single-stranded DNA, usually obtained by genetic manipulation, that recognise other specific nucleotide sequences and bind with them to re-form double stranded DNA molecules. When radiolabelled, these probes can be used to identify the genetic information of other organisms.

Techniques are being developed for using these markers in the diagnosis of infectious diseases and genetic abnormalities such as cystic fibrosis, sickle cell anaemia, haemophilia and a variety of cancers.

Enzo Biochem Inc, USA, are marketing non-radioactive systems based on colourimetric detection. They offer kits that can identify viruses such as hepatitis B and herpes simplex in less than an hour compared with the standard microbiological assays which often require cultivating the organisms for days or even weeks. The company also hopes to introduce detectors of antibiotic resistance based on a probe that can detect beta-lactamase production in a bacterial infection.

Cancer

Monoclonal antibodies are already being used clinically to detect tumours.

The patient is injected with radiolabelled monoclonals which home in on malignant cells and which can be located by scanning. While some monoclonals have been shown to react with human tumours grown in mice, they are not usually powerful enough by themselves to kill cancer cells.

In theory, cytotoxic drugs could be attached to the antibody and targeted to the malignant cells but this "magic bullet" approach is still at an early stage. One problem is that although monoclonals are highly specific they sometimes have activity

against normal cells which could be damaged by highly toxic agents. Another problem lies in attaching the toxic agent firmly enough not to come off the antibody.

Scientists at the Imperial Cancer Research Fund have successfully used ricin as the toxic compound in experimental animals.

Workers at the Hammersmith Oncology Group and ICRF recently reported in *The Lancet* how they successfully used monoclonal antibodies to deliver cytotoxic amounts of radiation to tumours in three patients.

Other techniques are being developed using targeted antibodies to kill of residual cancer cells in bone marrow before this is put back into the patient after certain types of chemotherapy.

Monoclonals might also find some use in modifying the body's immune responses to cancer cells so that the immune responses can be used to overcome the cancer. Similarly it might be possible to produce immunoprophylactic agents to control viral infections that are not amenable to chemotherapy.

The use of genetic manipulation to study normal and abnormal genes has shed some light on the way in which normal cells develop into malignant ones. There is particular interest in oncogenes which are genes that can confer on cells the ability to become cancerous by somehow interfering with normal growth processes.

Speakers at Biotech '84 claimed that the discovery of oncogenes was one of the most significant developments in cancer therapy and might lead to a cure or at least an understanding of cancer, within the next 20 years or so.

Over 20 oncogenes are known and work is being done to identify the proteins they produce and the way in which they act. Scientists at the Imperial Cancer Research Fund have discovered that some oncogenes produce compounds

identical to the natural growth factors that stimulate cell growth and development. This suggests a possible mechanism by which normal cells are stimulated to grow and divide endlessly, ultimately producing a tumour.

Antibiotics

Mutagenesis techniques have been used for several years to increase production of vitamins and antibiotics. Recombinant DNA technology offers ways of improving yields and synthesising new antibiotics.

Dr A.R. Williamson, research director, Glaxo Group Research Ltd, believes genetic manipulation could lead to useful new products that are currently transient metabolites during fermentation.

However, he thinks there is no point in using these new methods when existing ones work just as well. The minimum economic size of peptide chain that is worth producing by recombinant DNA technology is about 20 amino acids long. Any less, and chemical synthesis is probably just as good, he says.

Safeguards

All gene manipulation experiments are vetted by local committees organised through the Health and Safety Executive. Regulations require that laboratories fulfil strict requirements as to safety precautions, record keeping and employment of trained staff.

Tests have confirmed that fragments of micro-organisms cannot be more pathogenic than the intact organisms and special strains are used, for example, strains of *E. coli* that have lost their ability to colonise the human gut. Genetic manipulation experiments, even with the most pathogenic viruses, can therefore be done safely and with little risk to the community.

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Brain damage claims 'go-ahead'

Seven young people brain damaged after having whooping cough vaccinations as babies have won a major victory in their long battle for compensation. They were given the go-ahead last week to sue the Department of Health for what a High Court judge described as "their pitiful plight."

Nearly a thousand other young people, some severely disabled, are awaiting the outcome of the case which lawyers have said they regard as perhaps as even more important than that involving the thalidomide victims.

The ruling means that the Department will be named alongside the vaccine manufacturers, Burroughs Wellcome and Glaxo Laboratories, and several health authorities, as defendants to the brain-damaged youngsters' claim for damages.

The Department had sought to have all allegation against it "struck out" as disclosing no cause of action. The DHSS, like the other defendants, all strenuously dispute the claims and do not admit that the vaccine caused the brain damage. Mr Justice Stuart-Smith refused to strike out all the allegations against the Department, but he did limit them.

He said lawyers acting for the disabled could continue their legal battle only on the grounds of allegedly negligent and misleading advice given to health authorities and doctors about any side-effects of the vaccine.

The judge ordered that the case be heard at the latest by January 1986, after being told that was the earliest the cases could be prepared.

About 500 young people — including some of the seven at the hearing — have already been awarded £10,000 damages each by a tribunal under the 1979 Vaccine Damages Payments Act. About the same number have been refused payments. The fixed sum of £10,000, paid "on the balance of probabilities" that the victim was

damaged by the vaccine is regarded as "peanuts" by the victim's parents and their lawyers. They say victims of other accidents causing severe brain damage can expect compensation of up to £380,000.

Lawyers for Burroughs Wellcome said the company was still manufacturing the vaccine.

Still chewing Nicorette

Doctors who want to prescribe Nicorette chewing gum on the Health Service presented evidence at a tribunal in London recently.

A spokesman for the Department of Health told C&D "we are no nearer a decision" and that an independent referee was considering evidence from the doctors and the Department. No indication was given of when a result will be announced.

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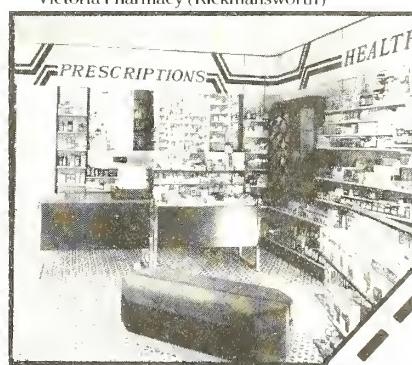
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Canada and Japan to restore patent life?

Canada and Japan are considering extending patent life as a means of protecting their drug industries from generic manufacturers.

The two governments' studies have been prompted by national equivalents of the APBI. Japanese manufacturers have told their patent office that long lead times give products sold in 1982 an average of 7½ years patent protection.

The Japanese study — reported in that country's *Economic Journal* — will look for cases deserving restoration of patent life, and consider how to extend the present 15 year period for some products. Proposals should be ready in a year, and the office says it will base its decision on US practice.

In Canada intense lobbying has led to a Federal commission of inquiry.

Multinationals in Canada had

exclusive patent rights in Canada until 1969 when the Government found their prescription drugs to be the most expensive in the world, and the native pharmaceutical industry almost non-existent. The Patent Act was promptly amended.

Companies operating there are currently obliged to allow local companies to manufacture generic versions of their products, in return for a 4 per cent royalty payment. Generic manufacturers are said to have about 10 per cent of the Canadian market. The inquiry will look at the possibility of restoring 17 year patent.

Syntex and Upjohn have just set up their own generic subsidiaries in Canada. Syntex have formed Syncare to make a generic form of anti-arthritis Naprosyn, while Upjohn have formed Keneral to manufacture generic Motrin.

continues to perform well in clinical trials is pseudomonic acid, a product for direct application to skin infections.

In the UK Amoxil became the country's most frequently prescribed medicine during the year.

Alberto-Culver take Jordan

Alberto-Culver have been appointed UK distributor for Jordan A.S. Dental Care.

They take over sales distribution and marketing of the Jordan range from Gillette on October 1.

Knut Leversby, vice-president of Jordan, says: "We were looking for a company that could demonstrate a successful sales and marketing programme in the UK toiletries market. We view the UK market as a long-term proposition and are prepared to invest in and build our brand image."

The appointment follows Gillette's acquisition of Cooper Health Products who will now trade in the UK as Oral B Laboratories Ltd, a separate division of Gillette.

But there will be no rationalisation of products or change in promotional methods, say Oral B Laboratories. Indeed the company plans to spend more on promotion and is appointing a marketing director.

As for their skin care products, however, Oral B Laboratories confirmed that they are negotiating to sell their Aveeno range. The potential buyer is rumoured to be Johnson Wax.

Amoxil tops the poll

The international pharmaceutical industry is working in an increasingly difficult environment with Government-imposed price reductions and more tortuous regulatory procedures.

The view is put by Sir Graham Wilkins, chairman and chief executive of Beecham in his annual report. "We had hoped that in the course of 1983-84 Augmentin would have received marketing approval in the US and nambutone in the UK" he said.

A product incorporating clavulanic acid and ticarcillin is approaching the end of clinical trials and will be marketed as Timentin, a broad spectrum antibiotic.

The first of a new family of antibiotics, temocillin, which combines a greater ability to resist beta-lactamases with more precisely defined areas of antibacterial activity, is being developed.

Beecham say another antibiotic which



A.H. Robins executives last week took delivery of a ceremonial key to the company's £9m new plant at Langhurst. Shown left to right are Hank Lamothe, chairman of Hersham Council Evelyn Mauchel, Ron Hance, Dr Karl Pagac and architect Peter Legge. The 80,000sq ft clean manufacturing plant begins operation this Autumn

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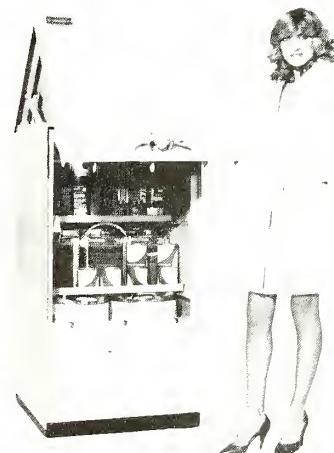
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				Pence	£
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Suppositories Std (12)	GSL	109	12	8.69	
Suppositories Lge (24)	GSL	195	3	3.89	
Ointment (25g)	GSL	111	12	8.85	
Toilet Tissues (10)	-	97	6	3.87	
MACLEAN INDIGESTION REMEDIES					
Tablets Std (24)	GSL	77	12	6.14	
Tablets Lge (48)	GSL	125	6	4.98	
Powder Lge	GSL	125	6	4.98	
PHENASIC					
Strip (6 tablets)	GSL	28	36	6.70	
Handy (12 tablets)	GSL	47	24	7.49	
Standard (24 tablets)	GSL	82	24	13.07	
Medium (50 tablets)	P	116	6	4.62	
Large (100 tablets)	P	189	6	7.53	
SOLUBLE PHENASIC					
Standard (24 tablets)	GSL	82	12	6.54	
QUICKIES					
Face Cleansing Small 17 g	-	60	12	4.70	
Face Cleansing Large 30 g	-	72	12	5.63	
Face Cleansing Jar 60 g	-	140	6	5.48	
Eye Make Up Remover Small 10 g	-	60	12	4.70	
Eye Make Up Remover Jar 50 g	-	140	6	5.48	
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ICI withdraw management threat

ICI have withdrawn their proposal to remove collective bargaining rights from the union representing 40 per cent of their 7,000 professional and managerial staff.

Earlier this year (*C&D*, February 11, p300) ICI said that, from July, it would negotiate salary rises individually rather

than through the Association of Management and Professional Staff. Following consultations with staff over the proposed change a majority said it devalued the existing arrangement and questioned the company's motives. ICI are to have further discussions with AMPS — in the meantime the present arrangement continues.



Some 500 people representing about 130 Unichem members shops served by the Walthamstow branch attended a recent trade fair at Tottenham Hotspur FC. Shown here are Mrs Ansuya Shah, MPS, and her husband clearly captivated by Chesebrough-Ponds Hawaiian sales girl.

Keeping tabs on chemist goods

Nielsen's Compumark division has launched a product-monitoring service for chemists' goods manufacturers.

It offers price and distribution details for up to 50 product lines across as many as 2,500 outlets. Charges start at £250 for a

30 item count covering 1,000 stores, rising to £650 for maximum coverage.

Additional information on displays, promotional material, facings and so on can also be obtained, although an extra charge is made.

The Compumark service can be used continuously, or on an ad hoc basis as required. Cash & Carry outlets, DIY and electrical stores will also be covered. Further information from *Martin Curren, Compumark, Nielsen House, Oxford*.

Drug exports to Spain up £1½m

Last year the UK exported £13.5m worth of drugs to Spain representing a £500,000 increase on the previous year's figures, according to health industry consultants, Graver Boots Associates.

In spite of recent spending curbs by the Spanish government, the market for health care reform and medical products remains buoyant.

"The Health Market in Spain" (£85), Graver Boot Associates, Stoney Middleton, Sheffield S30 1TU.

EEC cosmetics to escape duty

Certain cosmetics made with alcohol imported from EEC states to the UK are to be exempt excise duty.

Following a review of the rules governing alcohol denaturants used in cosmetic products HM Customs & Excise propose to relax certain requirements for importers from the EEC.

The new rules, effective November 1, will grant exemption to those products imported from other member states which have been made with alcohol marked to UK requirements and certified as

qualifying for relief from excise duty in the state of manufacture. This will mean that importers will be able to use their continental denaturing systems for products destined for the UK market.

Details of the certification scheme and procedure will be finalised shortly and are to be published in a revised Customs notice 64. For more information contact Robin McCulloch, CTPA Ltd, 35 Dover Street, London W1X 3RA (tel 01-491 8891).

Retail sales

The Department of Trade & Industry's May retail sales index (1980 = 100) showed a year-on-year rise of 8 per cent to 133 for dispensing chemists (NHS receipts are excluded). The figure for all businesses rose 9 per cent to reach 131.

■ Fisons have become full owners of Malaysian laboratory distributors Morgal Scientific. This follows their buying-out ITM International's 50 per cent share in the business.

■ A Government White Paper proposing major changes in the law to prevent sales of unsafe goods was to be published on Thursday. Press speculation suggests it would also propose increases in the investigative powers of standards officers.

APPOINTMENTS

Medical, Pharmaceutical and Scientific Systems have changed their name to Scientific Lesser, following Michael Lesser's joining the board as chairman.

F.W. Woolworth: Jonathan Weeks has been appointed distribution director. He is currently managing director of Unilever subsidiary SPD Distribution, and takes up the Woolworth post on July 20.

Cussons (UK) Ltd: Mike Fallon has been promoted sales manager of the chemist division. He has been in sales with the company for three years, most recently as sales planning manager.

Kodak Ltd: Harry Huson has been appointed chairman of the "B" companies (which trade as Nationwide Film Processing) on the retirement of John Cutts. Mr Jimmy Walker has been appointed the "B" companies' director of marketing and Brett Thompson director of laboratory operations.

Krups (UK) Ltd: Joyce Burrows has been appointed rep for the Southern counties.

Article Number Association: David Barrett, financial director of Fine Fare, has been elected chairman. He succeeds Jeremy Grindle, a departmental director of J. Sainsbury. Mr Barrett has been a member of the ANA Council since it was formed in 1976. Chris Potts, of Pedigree Petfoods, becomes treasurer.

EVENTS

Advance information

Guild of Hospital Pharmacists. Portman Hotel, 22 Portman Square, London W1, July 26, at 7pm. Presentation of the Guild's 1983 Merck, Sharp & Dohme award-winning paper by Colin Ranshaw, staff pharmacist at West Wales General Hospital, Camarthen, "A therapeutic window approach to amitriptyline therapy." Buffet.

Unichem Leeds Branch. Hillshaw Park Industrial Estate, Leeds, on July 25, at 7pm. At home for members.

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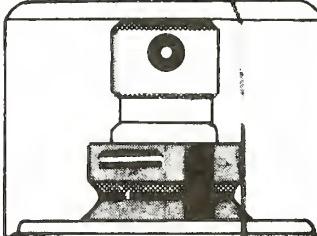
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DHSS man to head ABPI

Dr John Griffin takes up the appointment of director of the Association of the British Pharmaceutical Industry on August 14.

Since 1977 he has been professional head of the Department of Health's medicines division. He has been medical assessor to the Committee on Safety of Medicines and Medicines Commission.

Now aged 46, Dr Griffin obtained a BSc first class honours in physiology and a PhD in neurophysiology at the London Hospital before going on to complete his clinical training. He carried out his house appointments at the London Hospital and holds an honorary appointment as consultant clinical pharmacologist at the Lister Hospital, Sevenoaks. He was head of clinical research at Riker 3M before joining the Department of Health in 1971.

In 1977 he became the UK's representative on the European Communities Committee on Proprietary Medicinal Products and chairman of its working party on safety evaluation of new drugs. He has represented the CPMP and the European Commission in negotiations with other drug regulatory authorities on the harmonisation of requirements on safety assessment of medicinal products.

Dr Griffin has published over 100 papers and is the author of three books, of which two are in their third edition ("Manual of Adverse Drug Interactions" and "Iatrogenic Diseases"). He has been on the Joint Formulary Committee of the British National Formulary since 1978.

Mr D.G. Taylor, formerly deputy director, Office of Health Economics, takes up the new appointment of ABPI's director of economic planning. He starts his new duties immediately and will report to Dr Griffin from next month.

No Hassall

Dr Cedric Hassall, director of research with Roche Products, retires at the end of this year after 13 years with the company. He will be succeeded by Dr Peter Fellner.

Dr Fellner joins from Searle Research Laboratories where he was senior director of research. Previous positions with the company include director of chemistry.



C&D's own Eric Jensen looking remarkably fresh at the end of his 56 mile London to Brighton bike ride

Prior to joining Searle Dr Feller was an associate professor at the Institute de Chemie in Strasbourg. He holds a biochemistry degree from Sheffield University and a PhD from Cambridge University.

Painful run nets MS £800

Hertford pharmacist Mr David Croucher made a brave effort to raise money for multiple sclerosis recently by running 80 miles — 17 of them with a fractured ankle.

Despite his injury Mr Croucher, manager of Boots in Hertford, still turned up for work on the following Monday, getting about on crutches. Mr Croucher took up long distance running only three years ago and runs a marathon every Sunday. He was moved to raise money in the run at Eastbourne, by an MS victim to whom he had supplied oxygen and who died only five days after Mr Croucher's first visit.

The fifteen-year-old boy had said "thank you very much for coming so far sir" on one of Mr Croucher's visits and it was that memory which enabled Mr Croucher to complete the course. "After 68 miles my leg was screaming, but the pain was worth it."

And so it was he raised £800, and improved on his previous year's time of 23 hours by 2½ hours. Mr Croucher ran with three other members from his local Round Table group. They were helped along by Searle Pharmaceuticals who supplied them with running kit carrying the Canderel name. "We survived on Rehidrat and Hycal. I was in no mood for solid food" Mr Croucher said.

C&D man gets 'on his bike'

C&D contributor Eric Jensen recently completed the annual 56 mile London to Brighton bike rally in aid of the British Heart Foundation.

The ride is very much a social occasion, says Mr Jensen, with plenty of watering holes along the way for the thousands of participants. Last year 14,000 people raised £155,000 for the Foundation — this year up to 20,000 are thought to have taken part.

Mr Jensen — who contributes C&D's "Pharmacy Economics" features — set off from Clapham Common with his youngest son, Bob, at 10.30 in the morning and reached Brighton at 6pm.

36 years with Dundee firm

Mr John Woodburn has retired after 36 years as depot manager for Dundee pharmaceutical wholesalers James Taylor (Trongate).

At a retirement party attended by staff and customers, chairman Mr Charles Cumming, FPS, praised his loyalty to the company and the way he had built up the reputation of the depot in Tayside.

Three presentations were made to Mr Woodburn and his wife — a carriage clock from the management, a gift of kitchen equipment from the depot staff, and a wallet filled with money contributed by around 45 retail customers.

Mr Woodburn is succeeded by Mr Jimmy Walker, who has been with the company for over 30 years. Mrs Elizabeth Young becomes assistant depot manager.

Pricey pills?

The humble aspirin came close to topping the poll in a recent survey of price rises since 1974.

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